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Overview

Thanks for joining the UCANTEL SMS Service. With our wide array of features and functionality, you will now be able to cut costs, improve customer relationships and experience the benefits of this innovative service. The service has many built-in features ready to make communication with your clients simple and easy. With one interface, you are able to send to messages to all of your customers regardless of which network they are a part of.

We at UCANTEL are excited to provide you with this service. Through market research, we realized that a number of businesses were not able to actively manage their customer contacts. Most relied on telephone calls, email or 'snail' mail which consumes a large portion of their communication budget. Those who were able to do so were not satisfied with the customer feedback. Further analysis revealed that potential clients wanted to manage and control the sending of their confidential messages whenever they wanted. This raised a lot of questions about timeliness and confidentiality. We believe that as a service provider, our clients' messages should be kept with the strictest confidence. Armed with this information, we proactively pursued implementing a solution for businesses that would accomplish the following:

1. Reach the target clients/customers anywhere, anytime
2. Reduce communication costs significantly
3. The communication technology and infrastructure employed must be reliable and always available
4. The process must revolutionize marketing and the way businesses connect with staff and customers
5. Our Clients must be empowered with a versatile solution that affords them the capability to communicate with their customers whenever they wanted

We are even happier to have been able to accomplish and deliver a product that meets our preset goals and objects. The service is feature rich with redundancy and speed built in along with next generation technology. Below are just some of the advanced features.

Technical Features of the Service

- ✓ Always on, always available service, accessible from anywhere at anytime
- ✓ High speed internet connection to internal servers ready to receive and process all messages
- ✓ Secure, direct, high speed connection to the major cellular networks
- ✓ Redundant, interconnected locations for failover and disaster recovery
- ✓ Engineered and ready to support MMS, the next evolutionary step to SMS Messaging
- ✓ Dedicated, experienced staff ready to answer all questions and to meet your needs

Description of the Service

- ✓ A single integrated interface to send messages to all the major cellular networks.
- ✓ A well laid out interface that is easy to use and follow
- ✓ The functionality to compile your list of numbers
- ✓ The ability to create specific Distribution groups
- ✓ Full compliance to protocol specifications giving you all 160 characters per message
- ✓ A character counter that tells you how many characters are left as you type
- ✓ A credit counter that displays available credits
- ✓ Online detailed delivery reports

Because of the growing need for businesses to adapt and exceed customer needs, the incorporation of new and interactive technologies is a must. The service is an exciting way for businesses to convey

information to their staff and customers. Consequently, customers are now more informed and a higher level of relationship and trust is established.

At this time, we must say thanks to your our valued customers who have adopted this new approach to improving customer relationship. We certainly appreciate your calls and valuable feedback that has contributed significantly to the development of this user manual.

Preface

This guide describes how to use the web interface of the UCANTEL Web SMS 2.0 Messaging Service. It is intended for users who will manage the creation of contacts lists and the sending of text messages.

Structure of this guide

The User Guide is divided into nine sections. The sections cover adding contact information into the system, managing your contacts and sending messages. Some of the advanced features covered include creating template messages and scheduling message delivery. The approach of the guide is to provide "How to" answers to using the interface.

What will you need?

One of the admirable strengths of this solution is its ease of connectivity. Connectivity has been greatly simplified, using available and current technology thereby reducing customer cost.

UCANTEL will provide you with the following:

1. Your unique Username and Password from your account executive,
2. Connection information
3. You should have
    a. A computer with a reliable internet connection. Dial-up can work also.
    b. Any browser, preferably Microsoft Internet Explorer version 6 or higher.

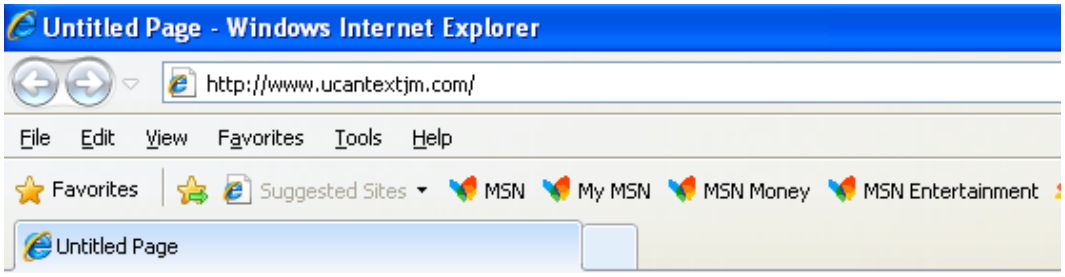
Do I get support?

For help you can visit our website at www.ucantelcommunications.com. If you have any questions or feedbacks, email us at info@ucantelcommunications.com.

1.0 Connecting to the UCANTEL Web SMS Service

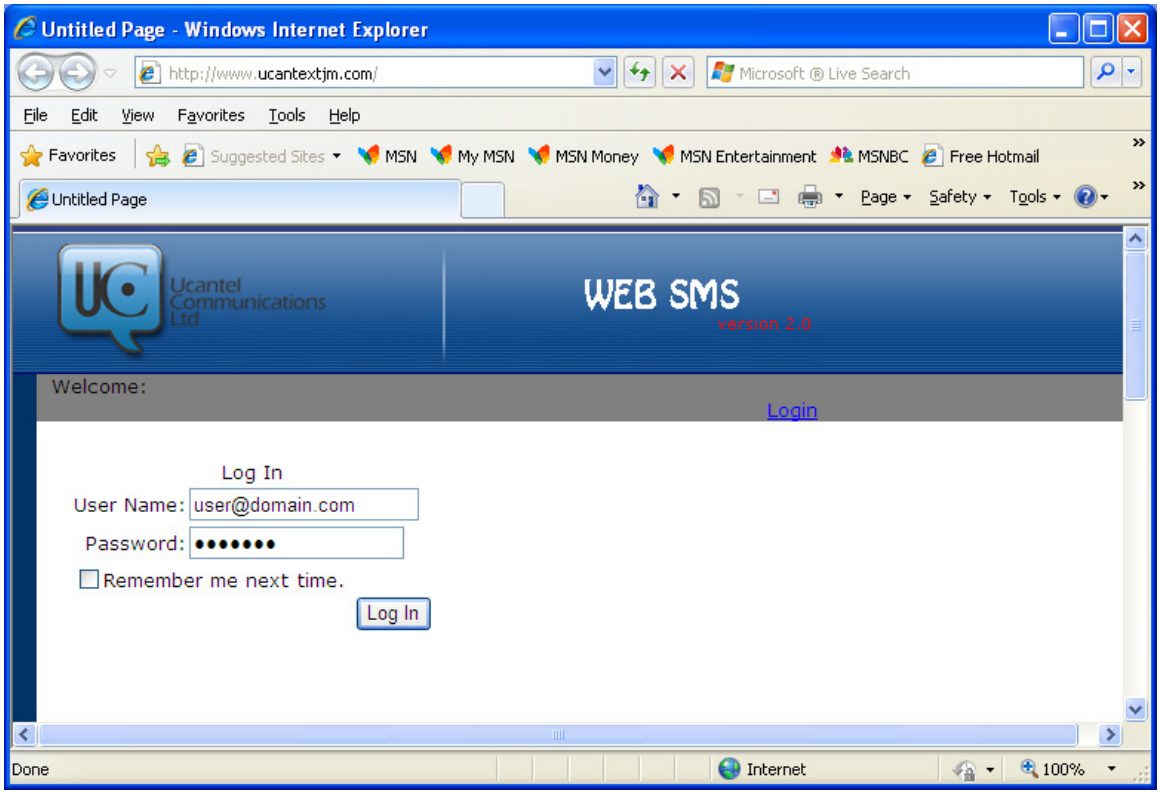
If you are reading this document it means that you would have been already supplied with necessary connection information to access the UCANTEL Web SMS Service. This information includes the web address, your username and password. For beginners, the Web SMS Service address is **http://www.ucantextjm.com**.

Step 1: Type the Web SMS Service address in the browser address bar then press Enter.

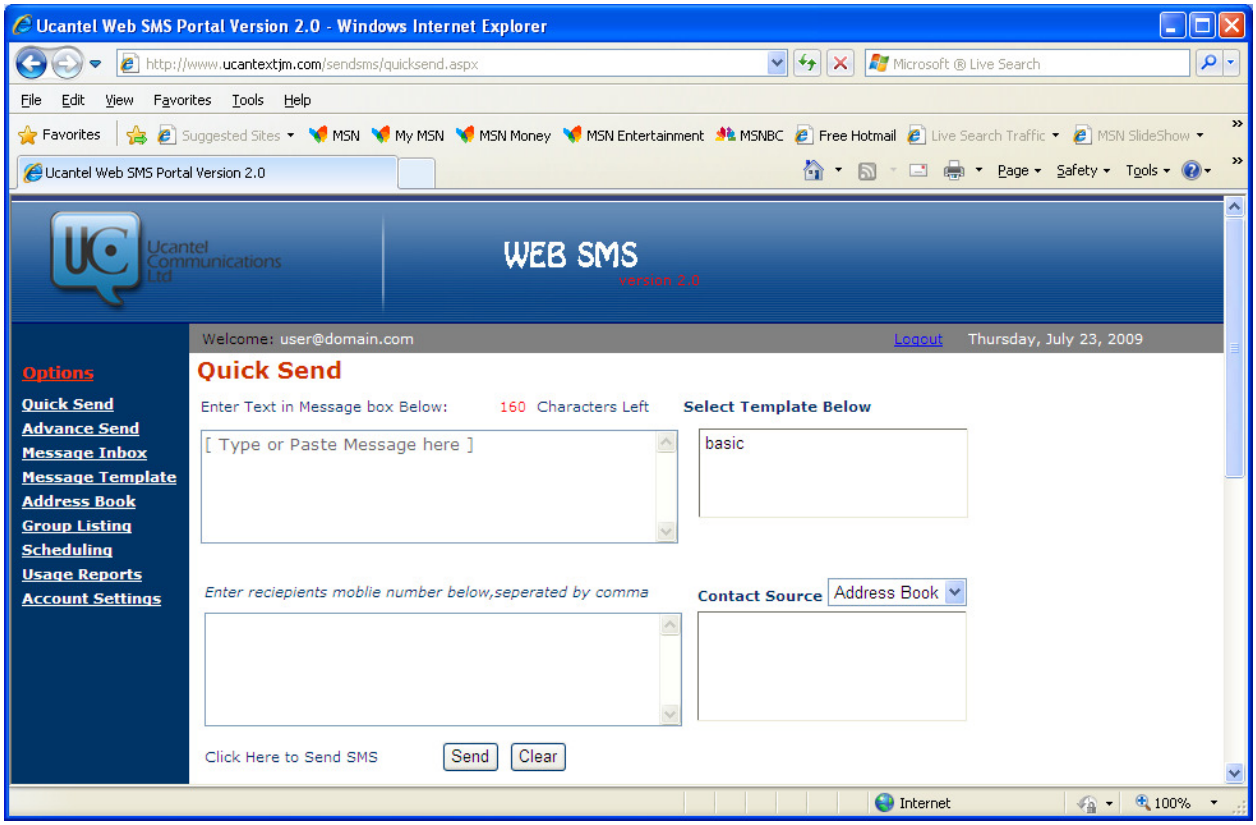


Step 2: Enter your username and password then click the Login button.

You should have been provided with a **USERNAME** and a **PASSWORD** by your UCANTEL representative. You will not be able to access the U**C**ANTEL Web SMS Service without a valid username and password. Your username and password should always be kept safe and only authorized users should have access to this information. *Please contact your UCANTEL representative to change or re-issue your password.* Enter your Username and Password then click the **Log In** button.



After a successful login, the **Web SMS Service** user interface will appear. It is imperative that take the time to familiarize yourself with the interface. Taking the time to know more about the application will increase your knowledge in using the system and help to maximize the benefits the application can provide.

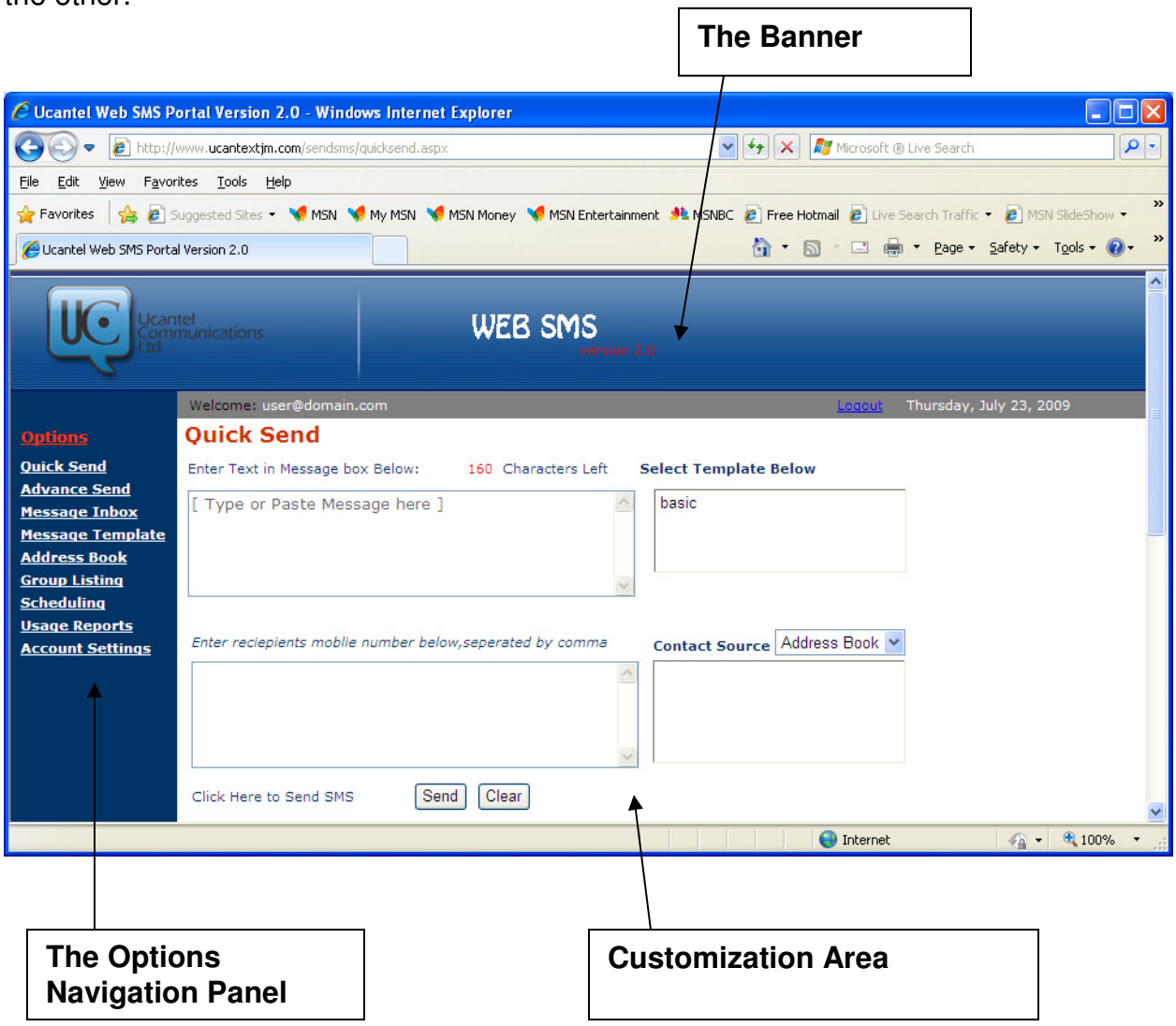


2.0 The Web SMS Version 2.0 Interface

The Web SMS Service interface has three basic areas that you must understand in order to be familiar with the application and maximize it use. Understanding these areas and how they work will help you access and navigate the application comfortably increasing your knowledge and confidence in the process. The three areas are:

- ✓ The Banner
- ✓ The Options Navigation Panel
- ✓ The Customization Area

These areas are inextricably link and what happens in one area is usually reflected in the other.



The **Banner** is used to display the name of the service, the version number and the name of the user logged in. The information displayed here will not change during your login session.

The **Options Navigation Panel** on the left below the banner contains the quick access links to the functions of the service. It is like a task pad that is used to access or go to another section of the application. The links are clickable and just one click will take you to the section of your choice. When a link is clicked, the result is reflected in the User Customization Area.

The **Customization Area**, as the name suggests is where you will be composing messages, customizing the service and creating your own reports. It is critical that you get familiar with this area because this is where you will be tailoring the application to best suit your needs. The view in this area will change as you navigate the system. Each option clicked in the Options navigation panel will change the view in the Customization Area.

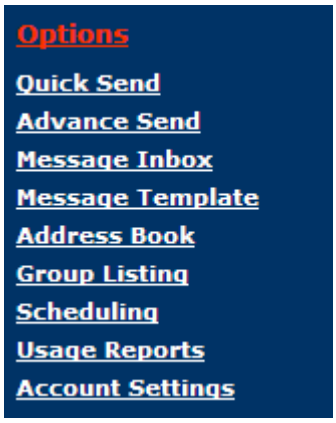
In the next section, we will be going into further details about each section.

2.1 The Banner

The banner has several sections that you will need to be familiar with it. At the top left hand corners is the UCANTEL Communications Ltd. Logo. To the right of the logo is the description of the Web SMS Service and the current version number of the service.

Below the logo and the service description is the information bar. The information bar has the **Welcome** banner preceding the name of the user that is currently logged in. To the right of the information bar is the **Logout** button. This button closes or disconnects the current connection to your account on our server. Use this button when you are finished using the service. To the far right is the current date.

2.2 The Options Navigation Panel



Located on the left of the web page is the navigation panel. The panel has shortcut links which take you to critical areas of the service. The shortcut links allow you to send messages, create message templates and setup your address book. Additional services include creating target groups, schedule messages and extracting service reports.

Listed below are the links on the Navigation Panel with a brief description of the functions.

Options Navigation Links	Description
Quick Send	Used to send an SMS message to a recipient or a group of recipients.
Advanced Send	Design for the sophisticated user in mind. It facilitates customized message sending using a customer generated template and distribution list.
Message Inbox	
Message Template	Clients can create their own customized messages with user defined parameters that can be filled from a customer generated file while the message is being sent.
Address Book	Contacts are created and edited in this section.
Group Listing	Target groups are created and updated in this section. This option allows you to maintain and manage different groups of contacts.
Scheduling	Allows you to create and manage scheduling of messages that are to be sent. It is a very nifty tool that can be used to arrange the sending of messages at a later date. Just set it and let the Web SMS Service do the rest.
Usage Reports	This can be used to extract reports at your convenience. It can report on messages that have been sent as well as those that are pending or have failed.

2.3 The Customization Area

Below the Banner and to the right of the Options navigation panel is the User Customization Area or your main work area. In this area you can create and send SMS messages (as in the image below) as well as create your address book and customize groups among other tasks. As we go through the functions of the application, the view in the Customization Area in this manual will change accordingly.

Now that you are familiar with the sections of the application interface, in the next section, we will go in to using the interface.

3.0 How to Send a Message

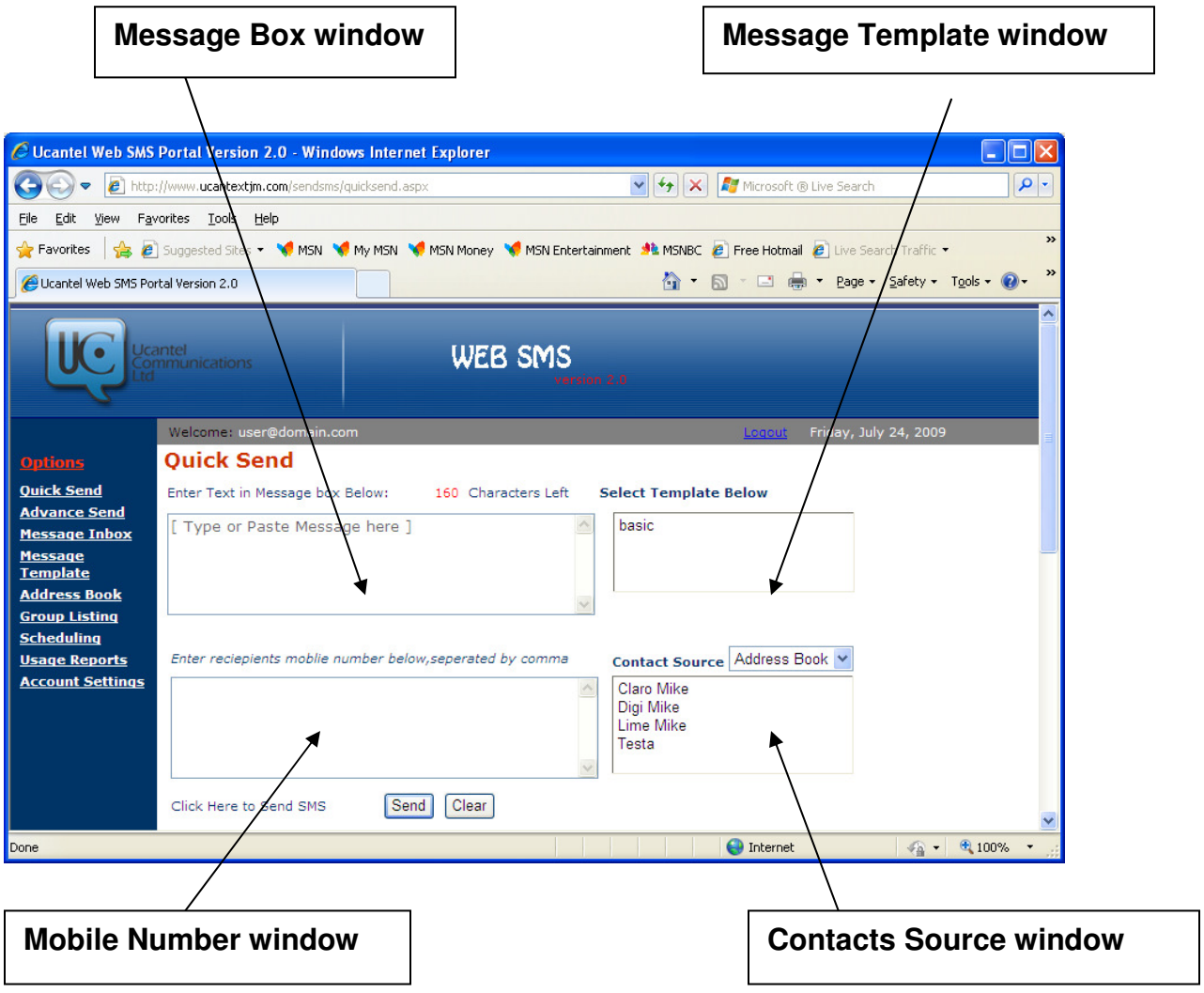
The **Ucantel Web SMS Service 2.0** is built with a number of features that facilitate sending messages to your contacts in several different ways. Some of the features available include:

- ✓ Sending messages to a single recipient or multiple groups of recipients
- ✓ Creating messages on the fly or from a template
- ✓ Sending messages using the advanced scheduling feature

3.1 The Quick Send Interface

The **Quick Send** option allows you to quickly create and send SMS messages to one a contact or a group of contacts. The function is rich in features making the task of sending a message an easy process. Below are the main areas of the Quick Send interface.

The Quick Send Interface



Below is a brief description of the sections of the Quick Send interface.

The **Message Box** window is used to create your SMS message. As you type our message in the message box window, the character- counter decrements indicating the total number of characters you have remaining. (SMS technology is limited to a maximum of 160 characters.)

The **Template** window can be used to select predefined messages. Predefined messages can be created using the Message Template option on the Options navigation panel.

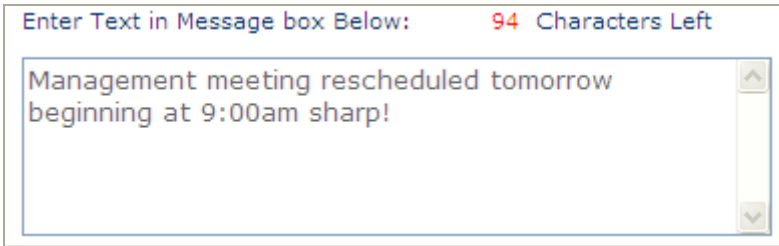
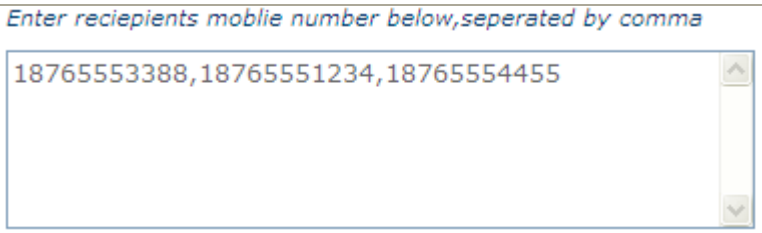
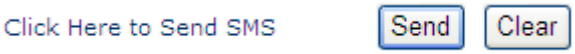
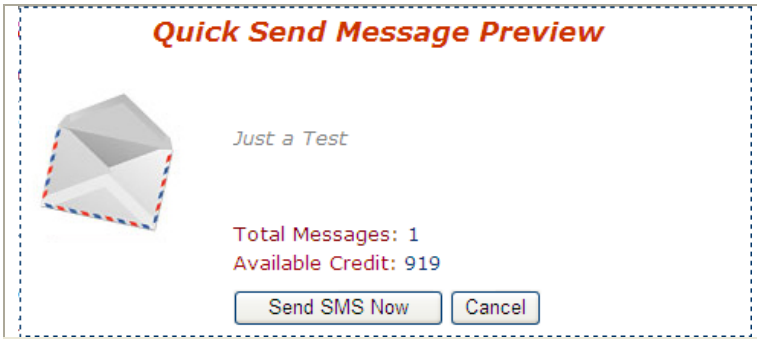
The **Mobile Number** window is used to enter the recipients' cellular phone number only. All seven-digit phone numbers must be preceded by the "1876" prefix for local numbers or the area code for other countries in the Caribbean. The number format should be 1876xxxxxxx.

The **Contact Source** window is used to add recipients' phone numbers to the Mobile Number window. By clicking on a recipient's name in this window, the system automatically appends the phone number for that selected recipient. The window is also functional in allowing you to add groups of recipients. Clicking the drop-down list changes the display to list all the available groups. By clicking on a group name, all the numbers for recipients in that group are automatically appended in the Mobile Number window.

When you have completed creating your message and selecting your recipients, click the **Send** button to have the service deliver your messages. The **Clear** button can be used to reset the form and start creating your message using a clean slate.

3.2 How to Send a Message

Creating and sending a message is a very easy process. Below are four easy to follow steps that will get you started.

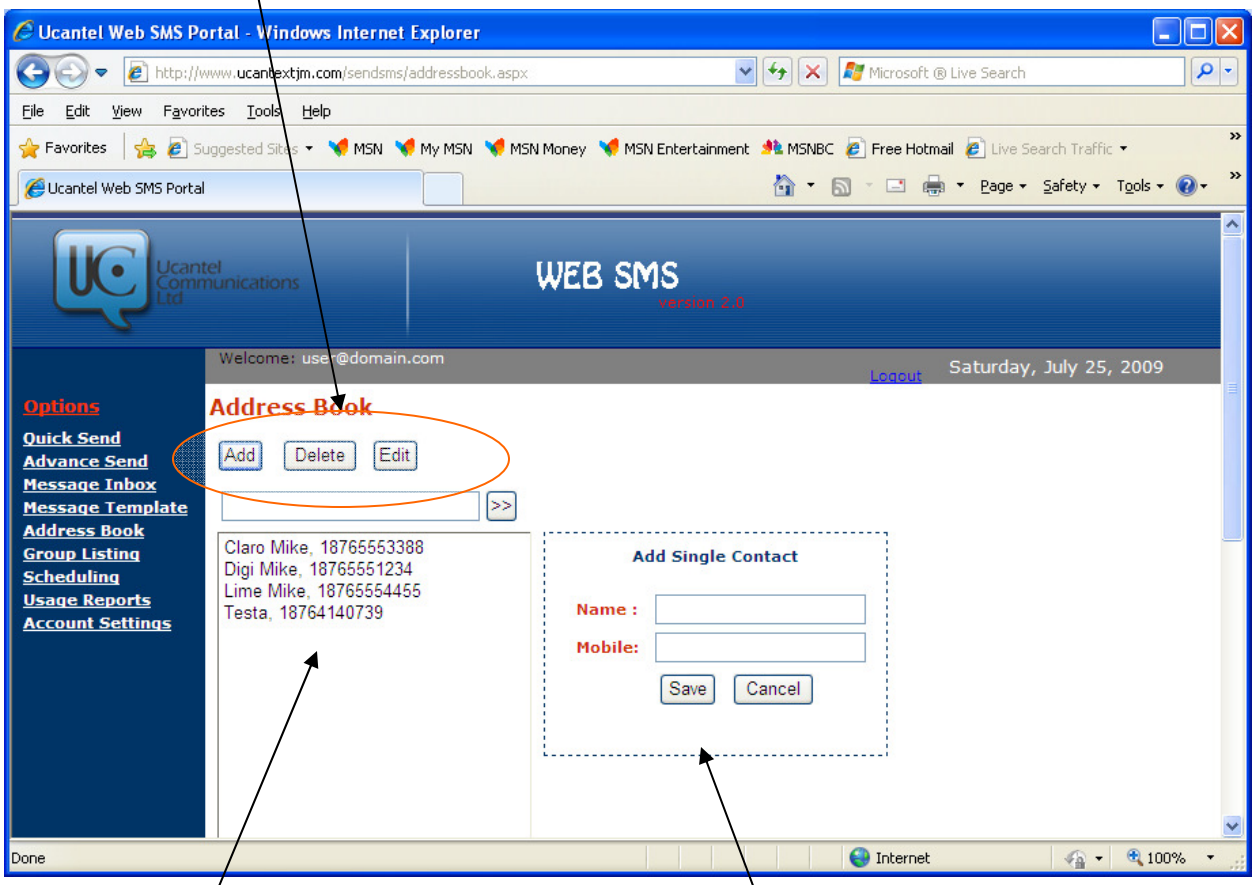
Step	Instructions	Example
1	Type your message in the **Message Box** window.	
2	Enter the cellular number of the recipients in the **Mobile Number** window. Use the format 1876 + "the seven-digit cellular number." Separate each mobile number with a comma (",").	
3	Click the **Send** button to have the Ucantel Web SMS Service deliver your message.	
4	Click the **Send SMS Now** button in the confirmation window to send your message immediately.	

That's it! You are on your way to maximizing your customer/client relationship.

4.0 How to Manage your Contact List using the Address Book

A great way to create and send messages on the fly to several recipients is by using the Quick Send option. It allows you to send to as many contacts as you desire. However, as you would have experienced, you have to type in each contacts phone number every time. There must be a smarter way to save and retrieve your contacts information. Fortunately, there is. You can add and save your contacts in the Web SMS Service application and they will be there whenever you log into the system again. This can be done using the **Address Book** option on the Options Navigation Panel.

Add, Delete and Edit contact information

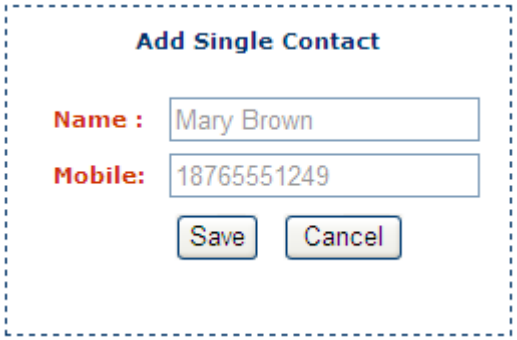
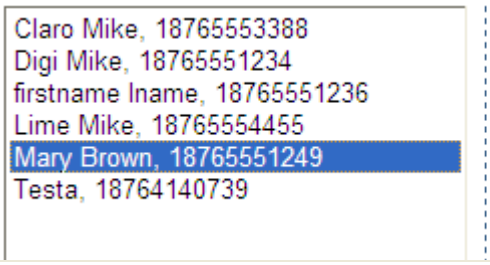


Previously saved contact list

Add new or modify selected contact information one at a time

4.1 How to Add Contacts

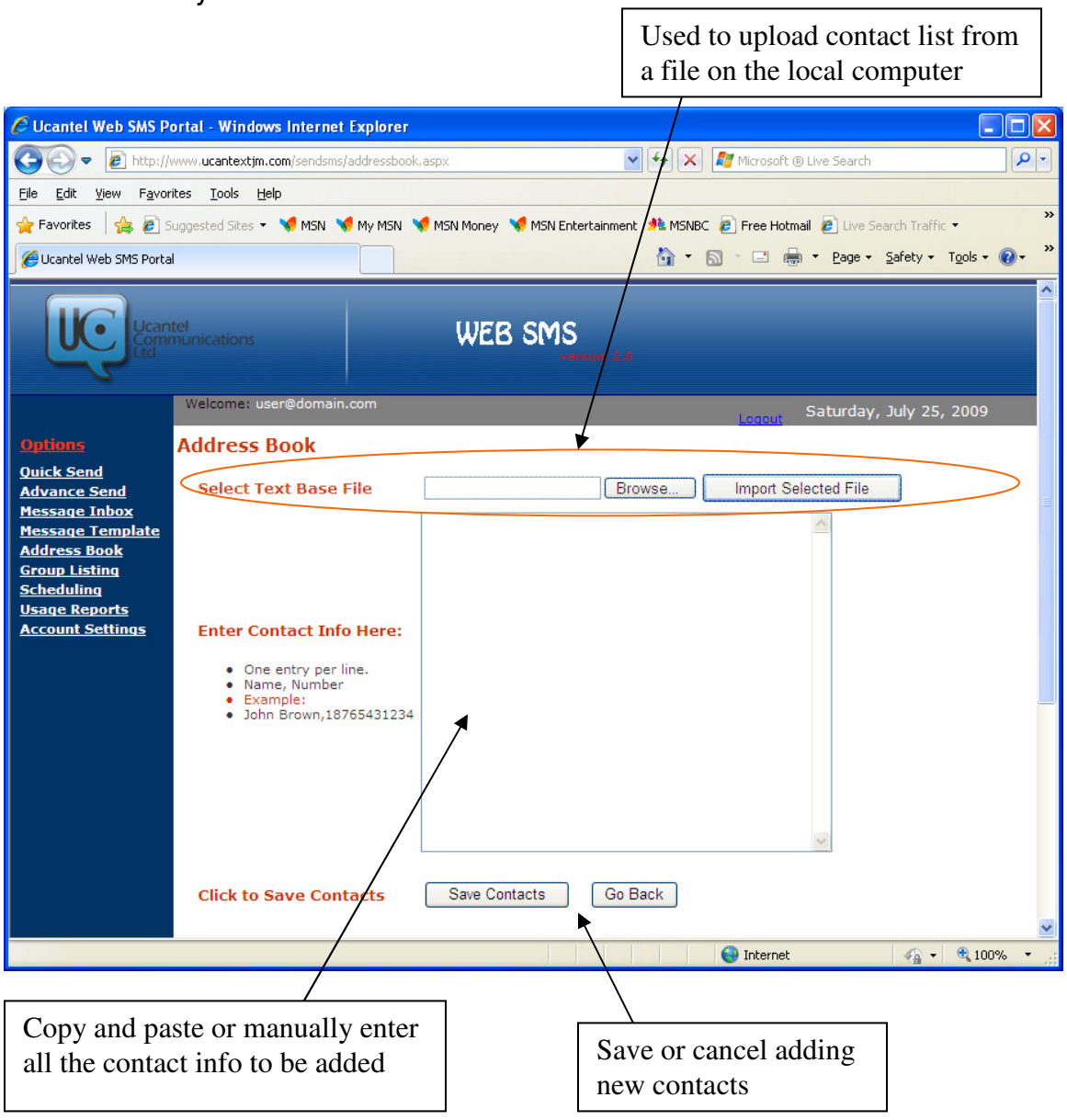
4.1.1 How to Add Individual Contacts

Step	Instructions	Example
1	Type in the contact's name and mobile number in the **Add Single Contact** window.	
2	Click the **Save** button to add the new contact	
3	The name of the new contact will be included in the updated contact list	

4.1.2 How to Add Multiple Contacts

More than one contact can be saved and appended to the address book in one action. This can be achieved using the Add button. After clicking the **Add** button the screen below will be presented to you. You can then add new contacts to the system by:

1. uploading the contact list from a file on your computer,
2. copy and paste them in the text window or
3. manually enter them in the text window.

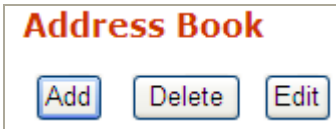
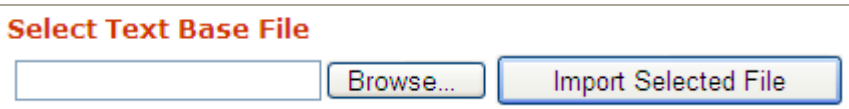
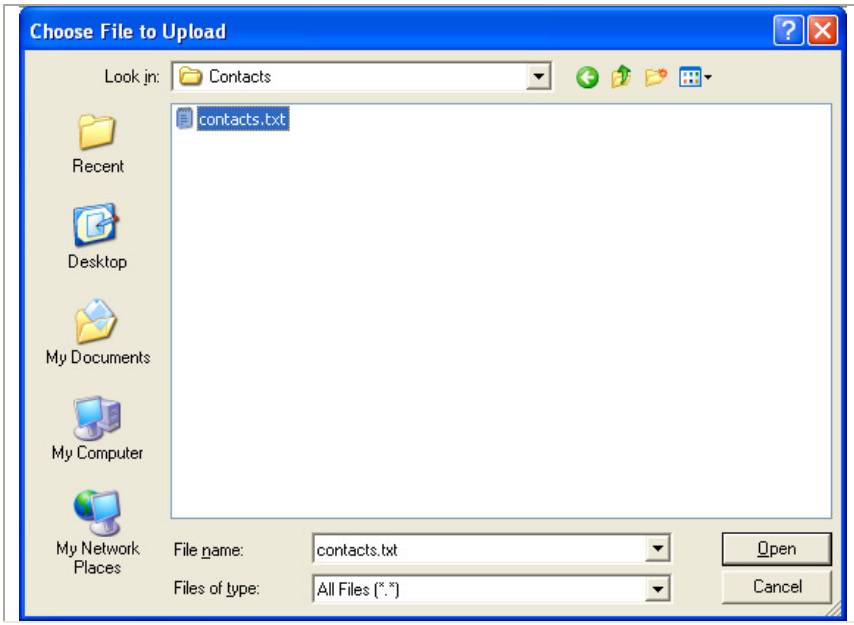
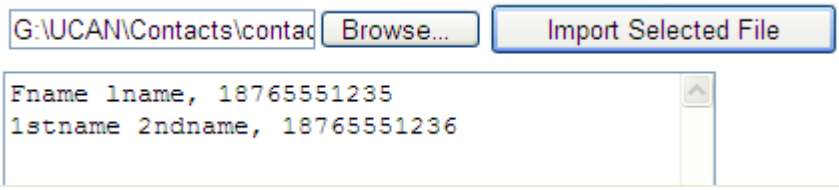


The format of your contact list using either method must conform to the following:

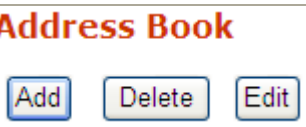
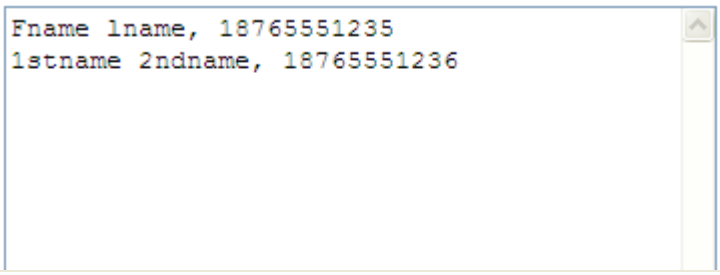
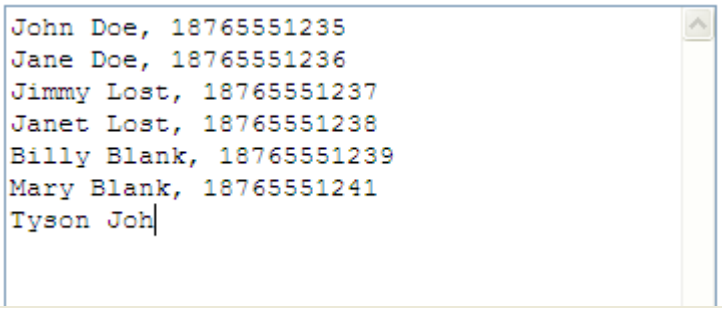
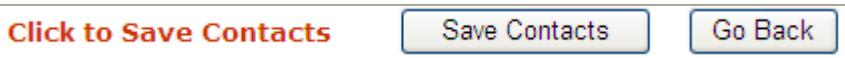
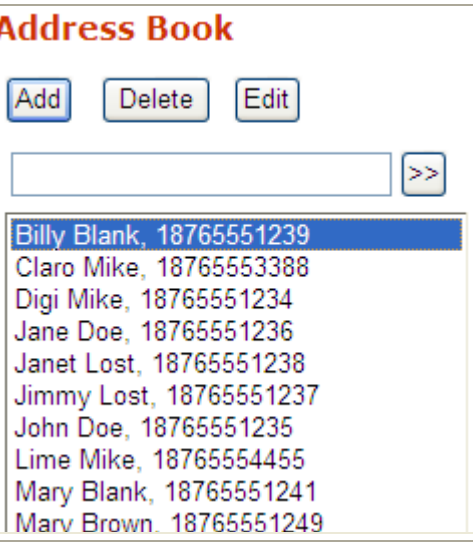
1. An entry consists of a name and a number
2. Only one entry per line
3. The name must precede the number.
4. A comma must separate the name and number

The following is an example of a valid entry (excluding the quotes):
"John Doe, 18765554441"

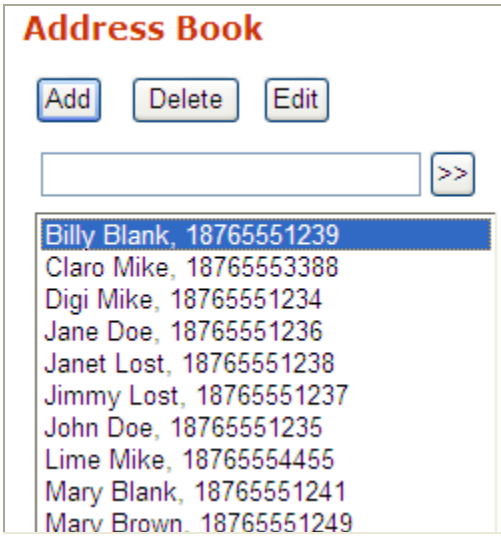
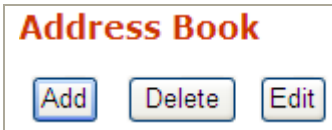
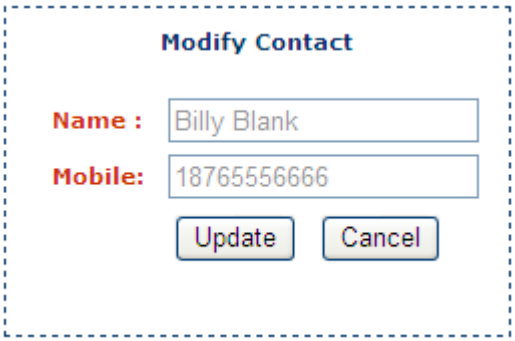
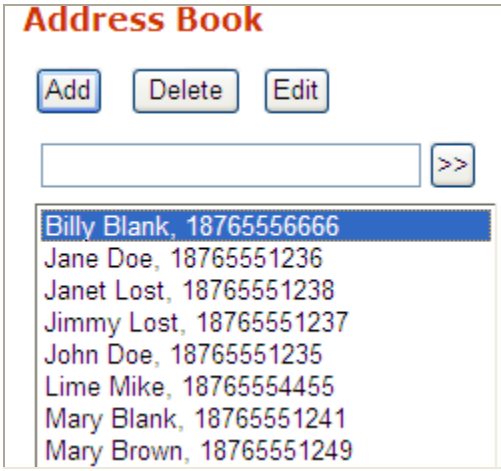
4.1.3 How to Add Multiple Contacts using File Upload option

Step	Instructions	Example
1	Click the **Add** button in the Address Book window.	
2	Click the Browse button in the **Select Text Based File** area	
3	Navigate to the folder location where your contact list is stored. Highlight the file then click **Open**	
4	The text window will now be populated with the contacts contained in the file selected in previous step.	
5	Click the **Save Contacts** button	

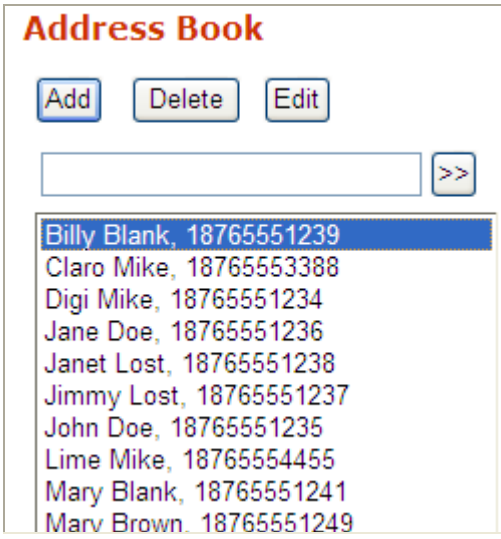
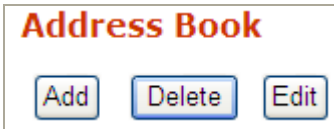
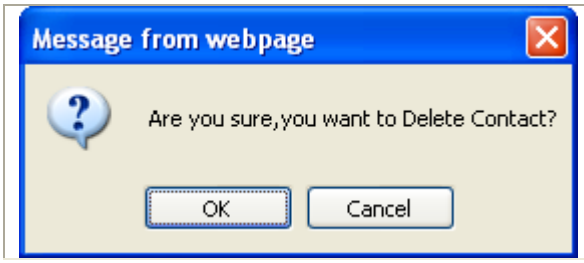
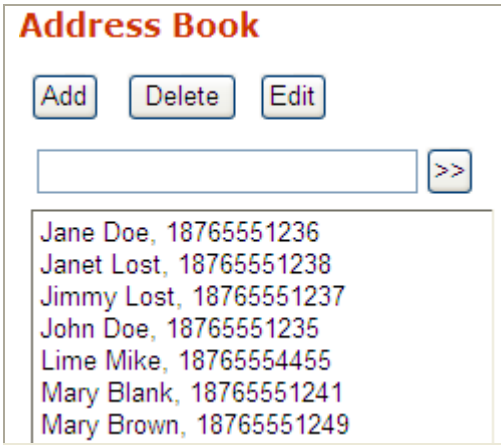
4.1.4 How to Add Multiple Contacts Manually

Step	Instructions	Example
1	Click the **Add** button in the Address Book window	
2a	Open the file with your contact list and **copy and paste** the data into the Enter Contact Info Here: window	
	And/Or	
2b	**Manually type** in as many contacts as you would like.	
3	Click the **Save Contacts** button to append the new contacts.	
4	Your address book will now be updated with the appended contacts.	

4.2 How to Edit a Contact

Step	Instruction	Example
1	Highlight the contact you wish to edit by clicking on it.	
2	Click the **Edit** button to access the contact and start editing.	
3	Modify the contact details by typing in the **Name** and **Mobile** fields. When you are through, click the **Update** button to save the changes	
4	The contact list will reflect the changes made.	

4.3 How to Delete a Contact

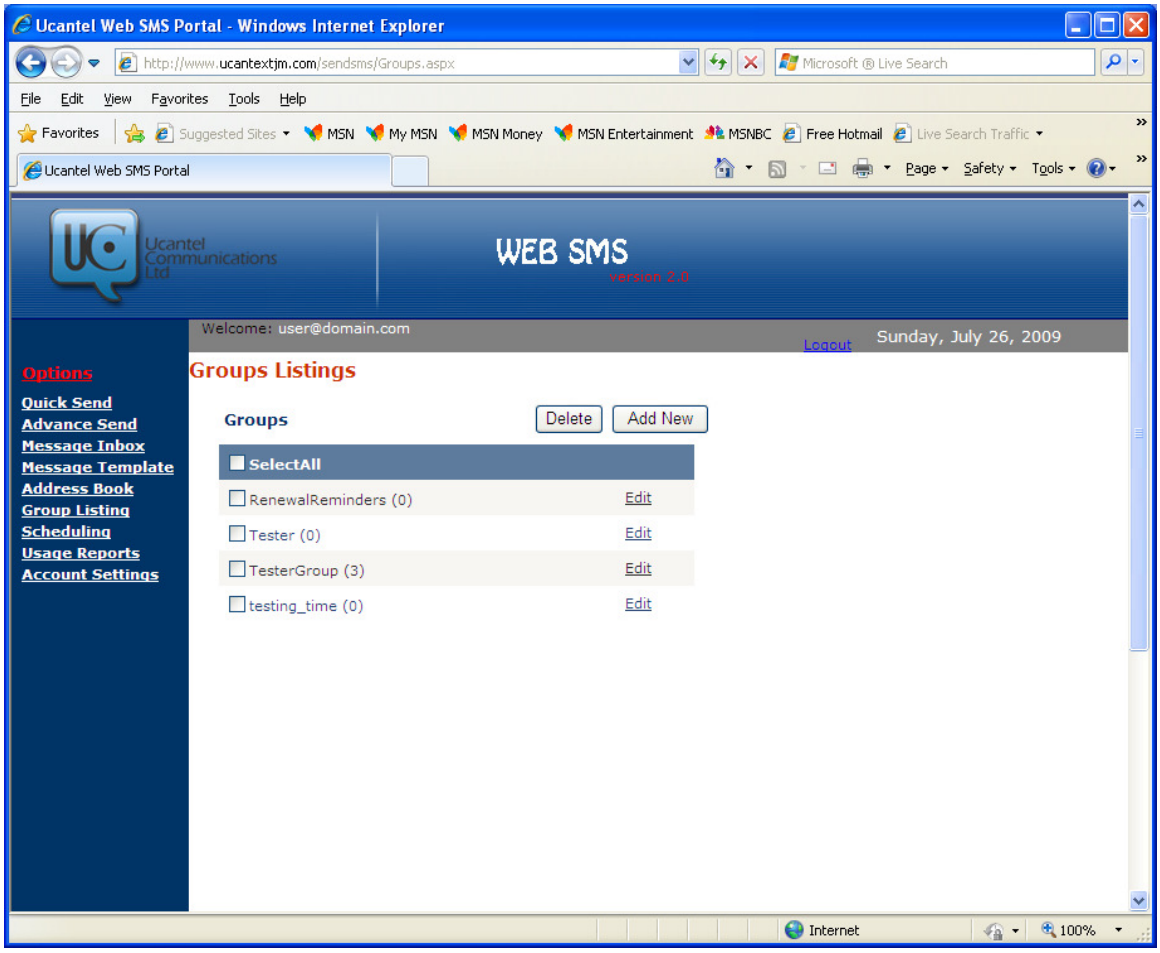
Step	Instruction	Example
1	Highlight the contact you wish to delete by clicking on it.	
2	Click the **Delete** button to remove the contact form the Contact list.	
3	A confirmation dialog box will appear. Click the **OK** button to confirm the delete action.	
4	The contact list will be updated reflecting the delete request made.	

5.0 How to Manage Contacts using Group Listing

In the previous sections, you learned how to add contacts to your Address Book. Your address book is now growing and sending messages to a set of users is beginning to be a tedious task. You have to search the Address Book and find each contact individually. This is even more of challenge if you have to do this repeatedly. Is there a way to create and save a list of contacts from the Address Book? Can that list be reused whenever there is a need to send messages to members of that list? Can contacts in my Address Book be members of different contact lists?

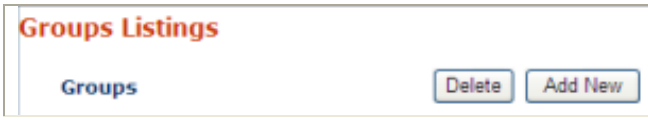
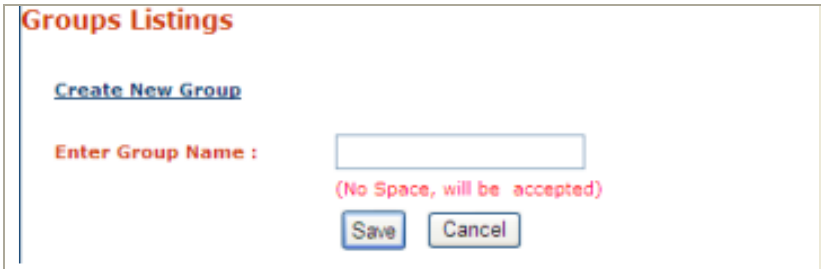
The answer to these questions and more can be found in using the Options Navigation Panel link **Group listings**. A group is basically a list of contacts which is a subset of your Address Book. With Group Listings you can do the following:

- ✓ Create, Edit and Delete groups
- ✓ Add and Remove members of each group



5.1 How to Create a New Group

In order to setup a group of contacts, the group must be created first. This can be done by following the steps below.

Step	Instruction	Example
1	Click the **Add New** button to create a new group in Group Listings	
2	Type in the name of the group in the **Enter Group Name:** text box. The name should not have any space in it. E.g. **Invalid:** Sales Team" **Valid:** SalesTeam When you are finished, click **Save** to create the new group.	
3	The Group Listing will be updated with the name of the new group.	

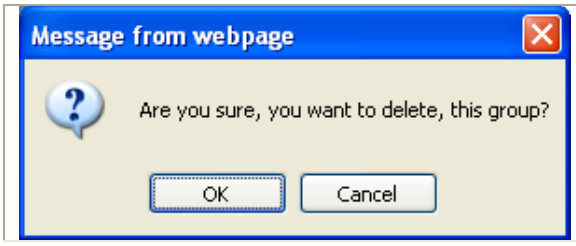
5.2 How to Edit the Group Name

In order to modify the name of a group, the group must have been created before. This can be done by following the steps below.

Step	Instruction	Example
1	Click the Edit link beside the name of the Group you wish to modify	
2	Change the name of the group in the **Group Name:** text box. The name should not have any space in it. E.g. **Invalid:** Sales Team" **Valid:** SalesTeam When you are finished, click the **Update Name** button to save the new name of the group.	
3	The Group Listings will be updated with the new name of the group.	

5.3 How to Delete a Group

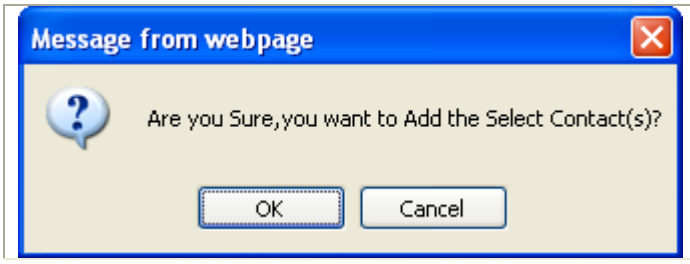
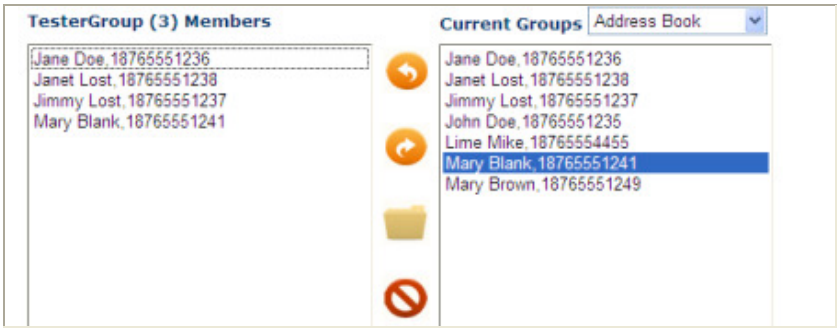
Groups can be deleted in a few simple steps. Removing a group does not remove the contacts from the Address Book. Only the group name is removed from the system. In order to delete a group, the group must have been created before. This can be done by following the steps below.

Step	Instruction	Example
1	Click the **Tick box** to the left of the group name you wish to delete. Click the **Delete** button to remove the group permanently from the application.	
2	Change the name of to group in the **Group Name:** text box. The name should not have any space in it. E.g. **Invalid:** Sales Team" **Valid:** SalesTeam Click the **Update Name** button to save the new name of the group.	
3	Click the **OK** button in the confirmation dialog box	
4	The Group Listings will be updated with the deleted group name removed from the listings.	

5.4 How to Manage Contacts in a Group

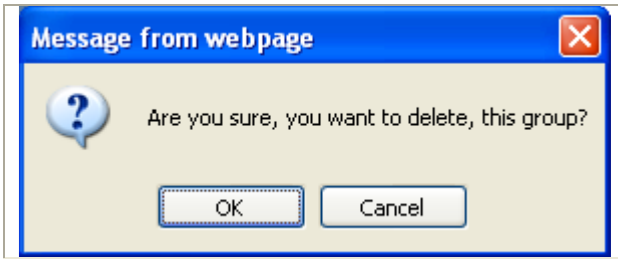
5.4.1 How to Add Contacts to a Group

Adding contacts to a group can be completed in a few short steps This can be done by following the steps below.

Step	Instruction	Example
1	Click the **Tick box** to the left of the group name you wish to add new contacts. Click the **Edit** link to begin adding new contacts to the selected group.	
2	In the **Current Groups** section, highlight the name and number of contacts you wish to add to the group. Click the **Copy** button (with the arrow point to the left) to insert the names of the contacts.	
3	Click the **OK** button in the confirmation dialog box to insert the names.	
4	The **Member** list to the left will be updated with the new contact(s).	

5.4.2 How to Delete Contacts from a Group

Removing contacts from a group is done by deleting them. Deleting the contacts does not permanently remove them from the Address Book. The action only removes the contacts from the current group. This can be done by following the steps below.

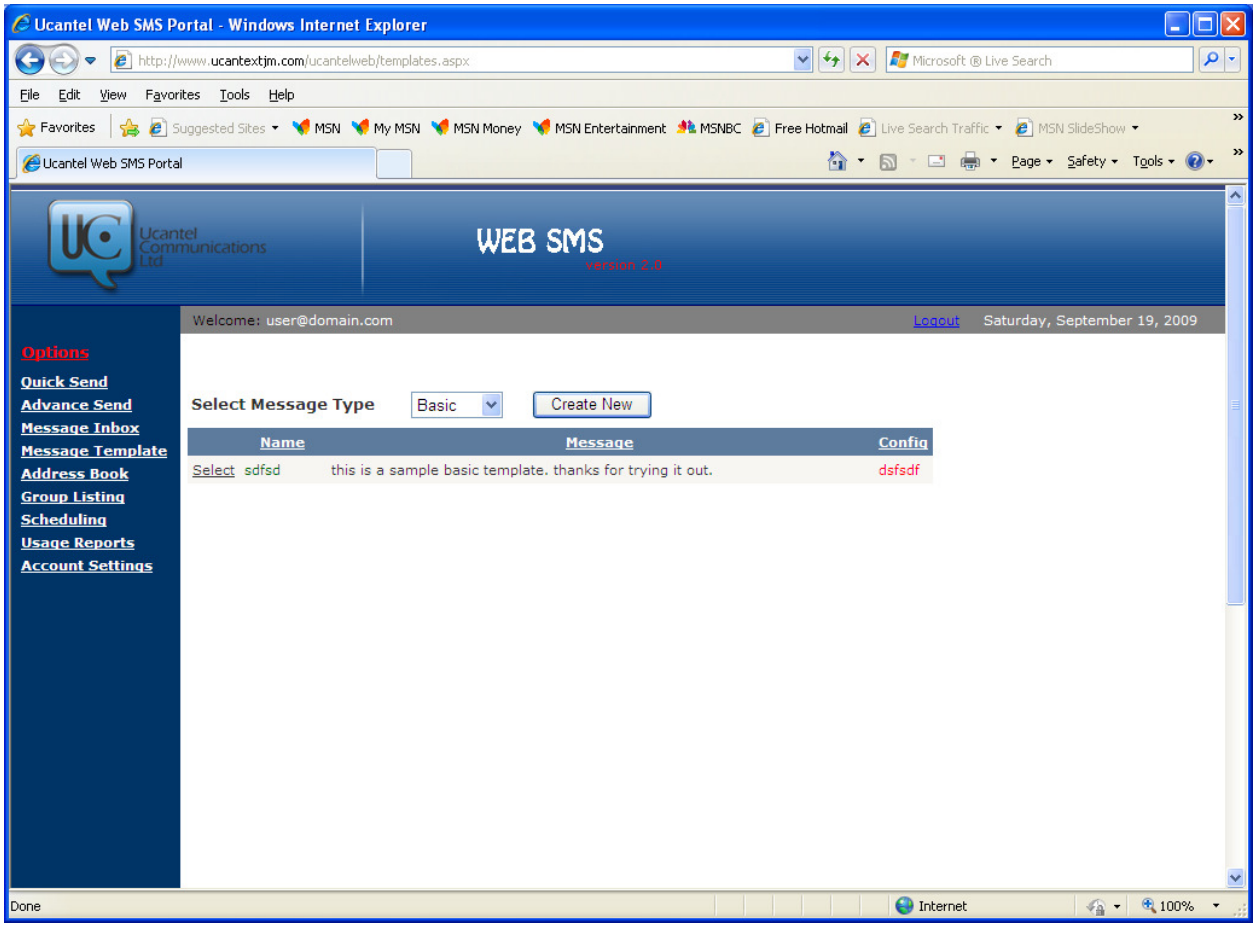
Step	Instruction	Example
1	Click the **Tick box** to the left of the group name you wish to delete contacts. Click the **Edit** button to begin removing contacts from the selected group.	
2	In the **Members** list, highlight the name and number of contacts you wish to remove from the group. Click the **Delete** button (with the arrow point to the right) to remove the names of the contacts from the Members list.	
3	Click the **OK** button in the confirmation dialog box to remove the contacts.	
4	The Members list will be updated with the removal of the deleted contacts.	

6.0 How to Create Custom Messages using Message Template

The application facilitates the creation of custom messages. Custom messages are messages that are stored in the system for later use and can be retrieved any time. The main advantage of custom messages is that these stored messages eliminate the need to retype. These saved messages can be used to configure and send quick messages or scheduled messages.

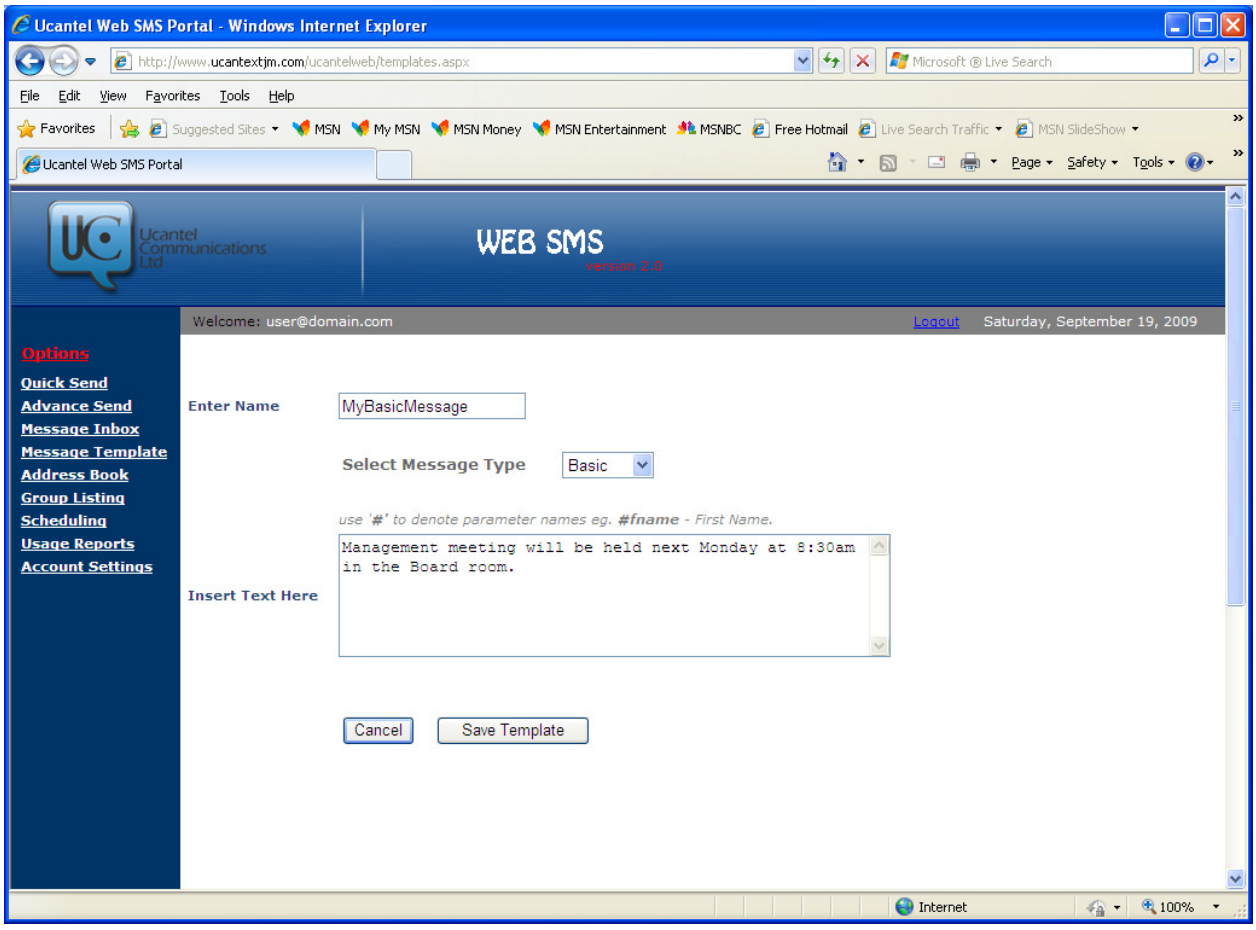
The system supports the creation of Basic and Advanced message types. The primary difference between the two centers around the capability of Advance message types which support the use of keyword parameters to load data from a file during message delivery while Basic message types do not.

Basic and Advance message types can only be sent using the Advance Send and Scheduling options.



6.1 How to Create a Basic Message Type

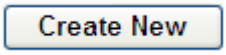
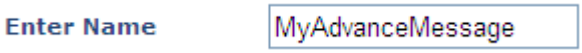
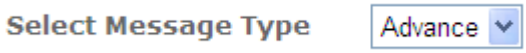
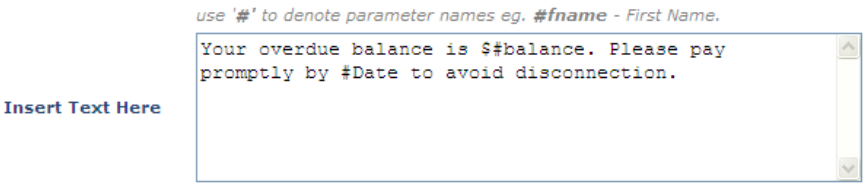
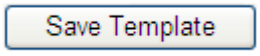
Step	Instruction	Example
1	Click the **Create New** button.	Create New
2	Type in a unique name for the message	Enter Name MyBasicMessage
3	Select the message type from the drop-down list.	Select Message Type Basic
4	Type in the message.	Insert Text Here: Management meeting will be held next Monday at 8:30am in the Board room.
5	Click Save Template to save the message	Save Template

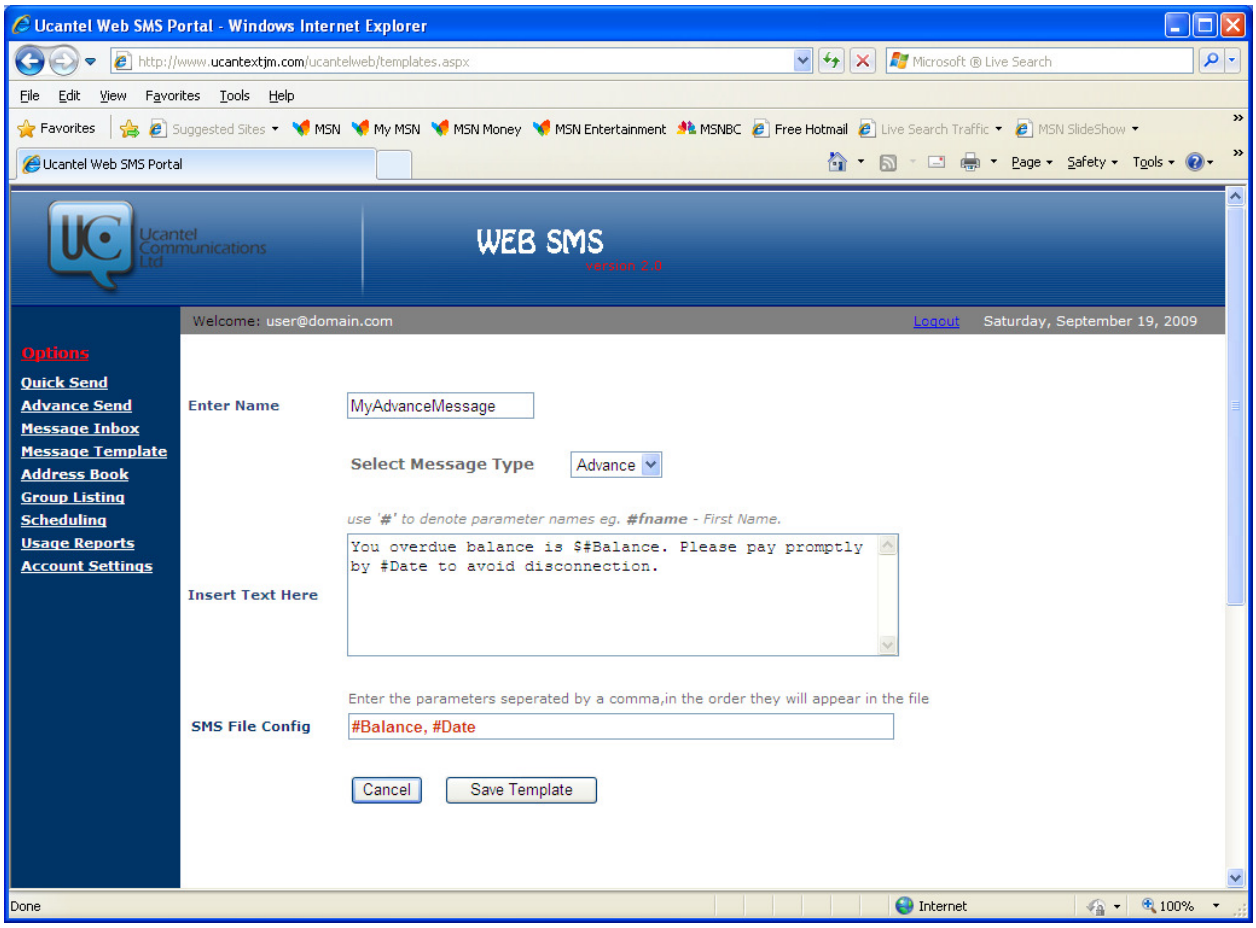


6.2 How to Create an Advance Message Type

Prerequisites

- A file with the data to be uploaded
- The data must be formatted according to how each parameter will be read

Step	Instruction	Example
1	Click the **Create New** button.	
2	Type in a unique name for the message	
3	Select the message type from the drop-down list.	
4	Type in the message.	 use '#' to denote parameter names eg. #fname - First Name. Insert Text Here Your overdue balance is $#balance. Please pay promptly by #Date to avoid disconnection.
5	Enter the parameters separated by commas as they will appear in the file to be uploaded.	
6	Click Save Template to save the message	

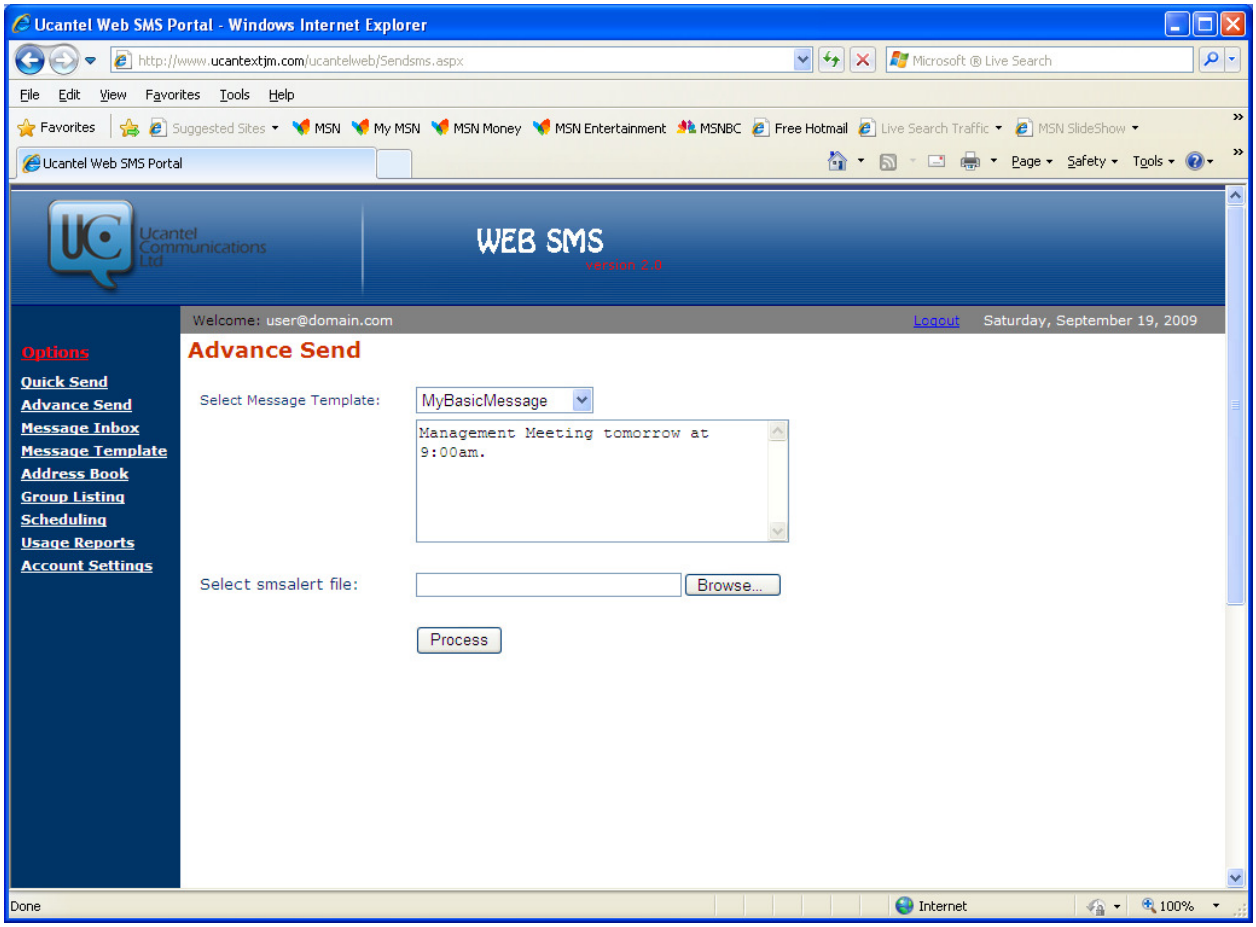

Ucantel Web SMS Portal - Windows Internet Explorer
http://www.ucantextjm.com/ucantelweb/templates.aspx
Microsoft ® Live Search
File Edit View Favorites Tools Help
Favorites Suggested Sites MSN My MSN MSN Money MSN Entertainment MSNBC Free Hotmail Live Search Traffic MSN SlideShow
Ucantel Web SMS Portal
Page Safety Tools
Ucantel Communications Ltd
WEB SMS
version 2.0
Welcome: user@domain.com
Logout
Saturday, September 19, 2009
Options
Quick Send
Advance Send
Message Inbox
Message Template
Address Book
Group Listing
Scheduling
Usage Reports
Account Settings
Enter Name
MyAdvanceMessage
Select Message Type
Advance
use '#' to denote parameter names eg. #fname - First Name.
Insert Text Here
You overdue balance is $#Balance. Please pay promptly by #Date to avoid disconnection.
Enter the parameters seperated by a comma,in the order they will appear in the file
SMS File Config
#Balance, #Date
Cancel
Save Template
Done
Internet
100%

7.0 How to send Messages using Advance Send

The Advance Send feature was designed to facilitate sending messages to multiple recipients whose contact numbers are not defined in the system. This method caters to customers who generate there own recipient lists which may change periodically based on their needs. An example is an organization sending out reminders for overdue balances.

In using this feature to send messages, the contact numbers are loaded from a file. The file must be formatted precisely in order to pass validation checks when the file is loaded.

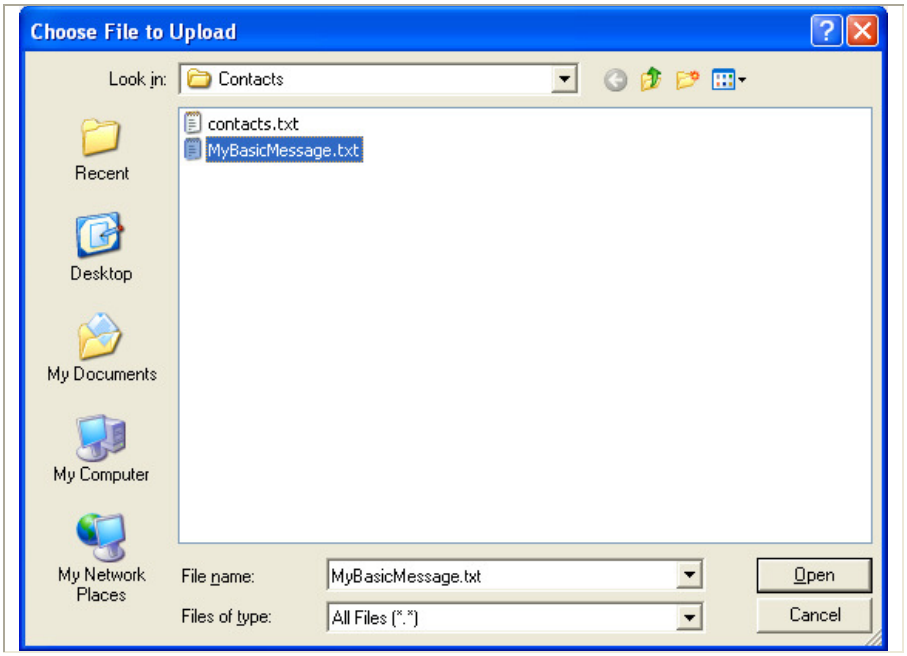
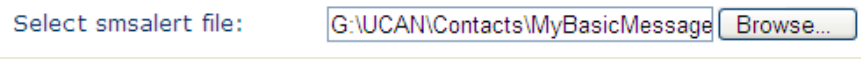
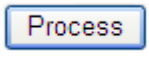
The Advance Send feature can be used to send Basic and Advance message types.

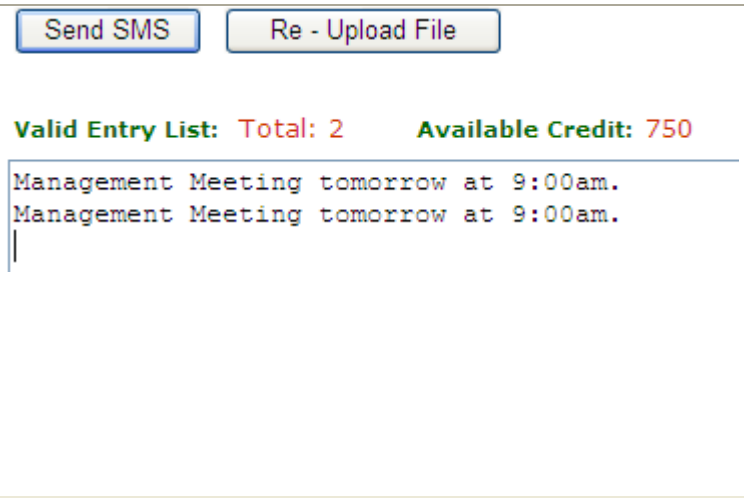


7.1 How to Send a Basic Message using Advance Send

Prerequisites

- The message must be defined using Message Template
- A file with the data to be uploaded
- The contact numbers must be formatted properly

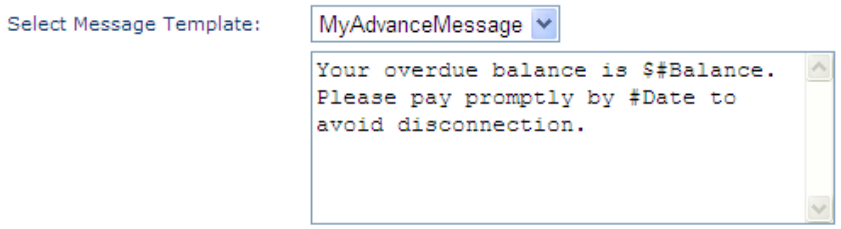
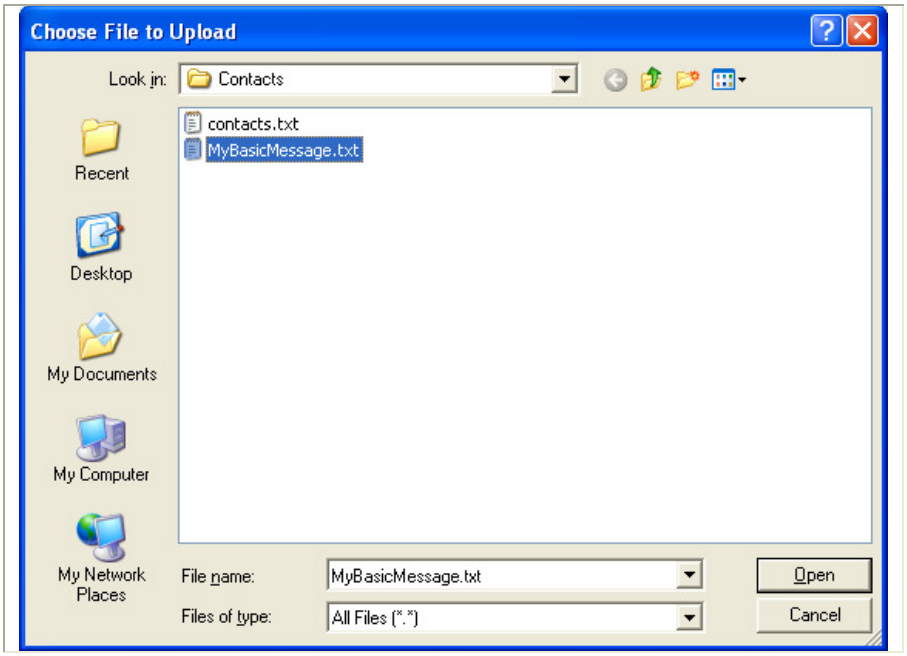
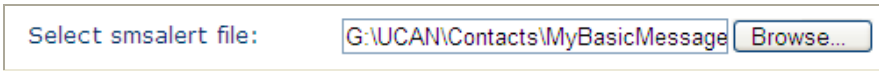
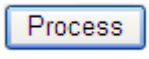
Step	Instruction	Example
1	Select the message from the drop-down list. (The screen will refresh to show the loaded message)	
2	Click the **Browse** button to open the file with the list of recipients.	
	Select the file with the list of contacts then click the **Open** button.	
		
3	Click the Process button to complete validation checks.	

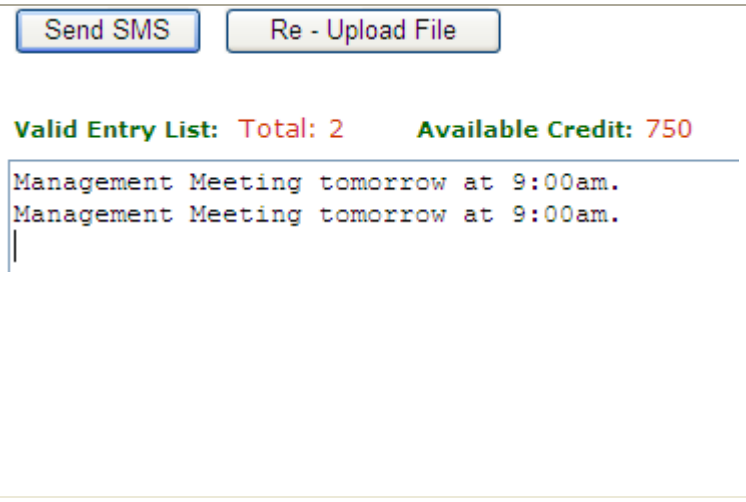
Step	Instruction	Example
4	The validation check will indicate how many valid contact numbers were found. (Scroll down the screen to view invalid numbers found) Click the **Send SMS** button to send the message.	

7.2 How to Send an Advance Message using Advance Send

Prerequisites

- The message must be defined using Message Template
- A file with the data to be uploaded
- The contact numbers must be formatted properly

Step	Instruction	Example
1	Select the message from the drop-down list. (The screen will refresh to show the loaded message)	
2	Click the **Browse** button to open the file with the list of recipients.	
	Select the file with the list of contacts then click the **Open** button.	
		
3	Click the Process button to complete validation checks.	

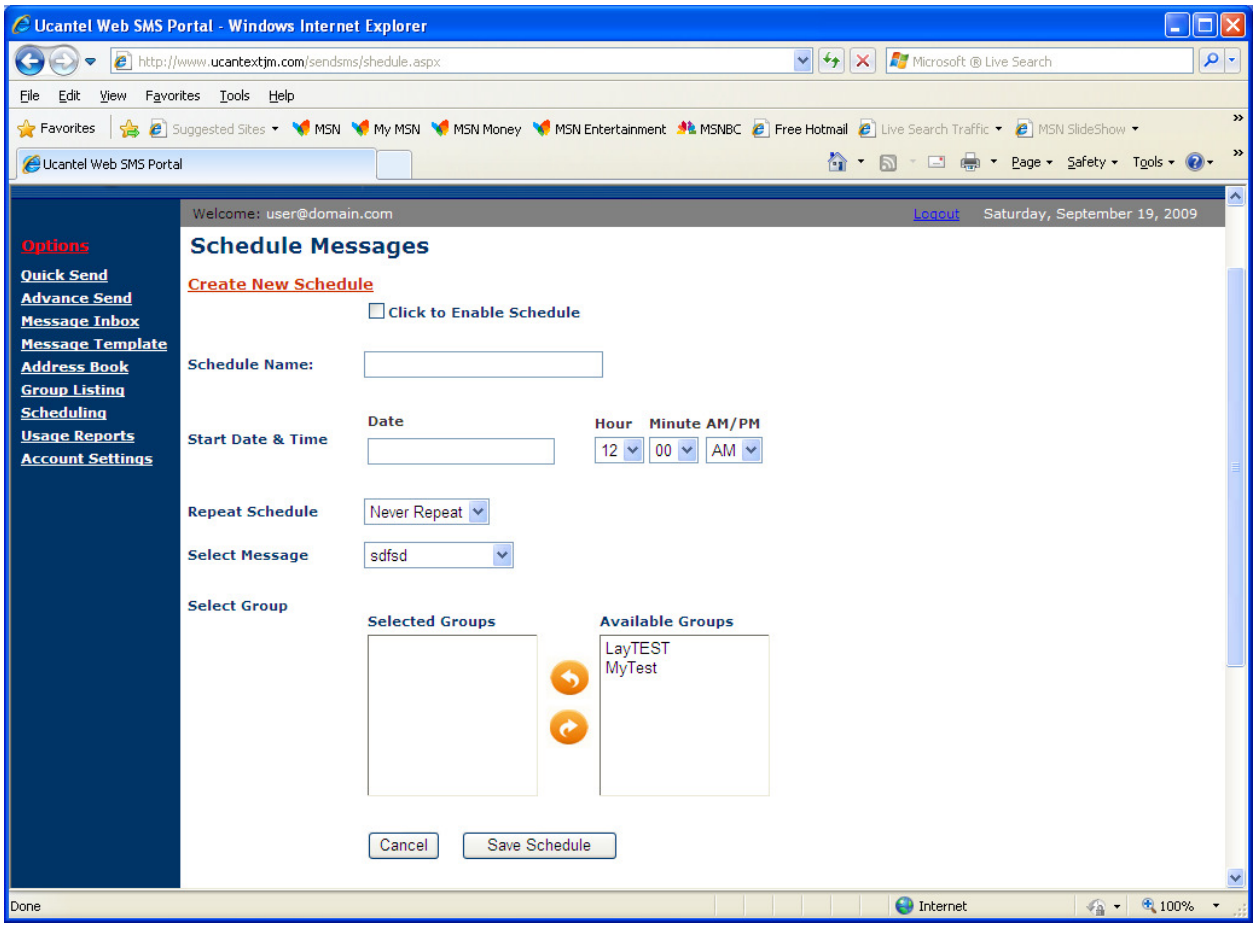
Step	Instruction	Example
4	The validation check will indicate how many valid contact numbers were found. (Scroll down the screen to view invalid numbers found) Click the **Send SMS** button to send the message.	

8.0 How to send Messages using Scheduling

So far, you have learnt how to create and send messages at your convenience. Consider the scenario that you must send a message to your clients or employees but you do not want it delivered too early (lest it becomes lost in their inbox) nor do you want to forget to send the message. How do you arrange for the message to be delivered in a timely manner? Do you assign that responsibility to another employee who might also forget to send the message or do you rely on your own memory or electronic reminders?

Ucantel Web SMS Service 2.0 has just the right feature that facilitates sending messages at later date without manual intervention. The Scheduling feature allows you the customer the flexibility to create and arrange message delivery at a particular date and time at your convenience.

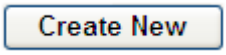
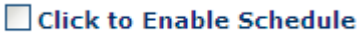
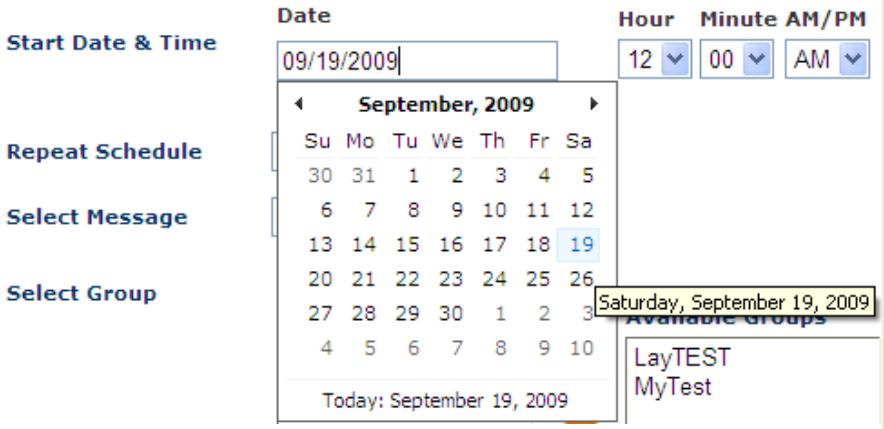
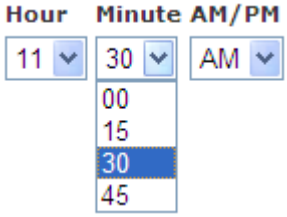
Access to the schedule feature is accomplished by clicking on the Scheduling link in the Options Panel.

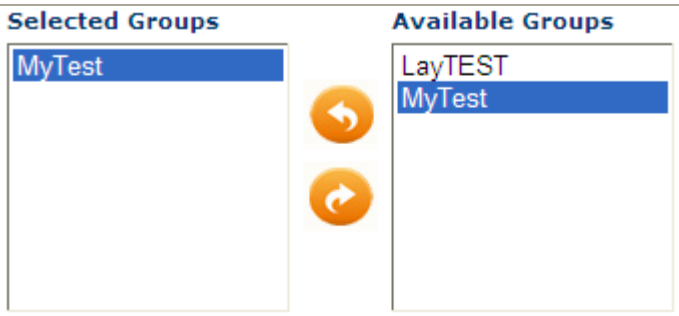
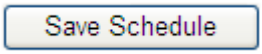


8.1 How to Create a New Schedule

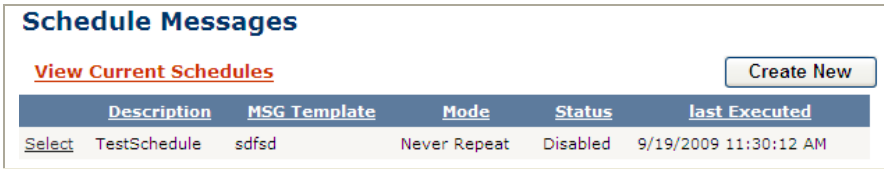
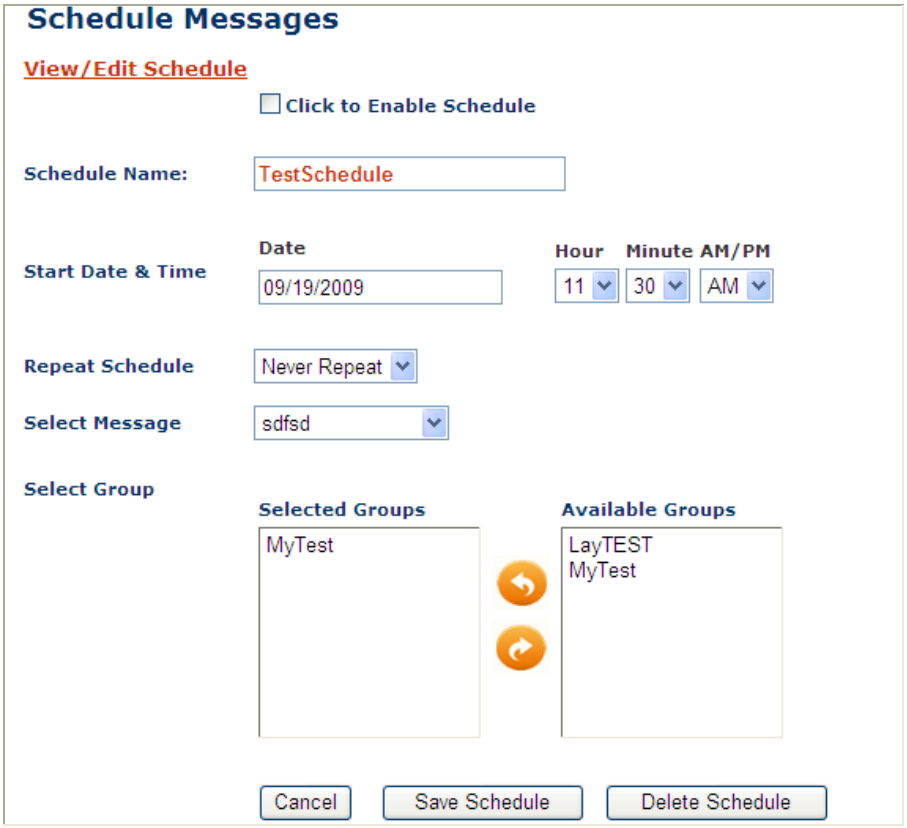
Prerequisites:

- Message created using Message Template
- Recipients defined in Group Listing

Step	Instruction	Example
1	Click the **Create New** button.	
2	Click the tick box to enable the schedule you are creating.	
3	Type in a unique name to identify the schedule	
4	Use the Date picker tool to select the date the message should be sent	
5	Use the Time picker tool to set the time the message should be sent.	
6	Select if the message should be repeated and how often.	
7	Select your message	

Step	Instruction	Example
8	Highlight the group of contacts in the **Available Groups** window to receive the message by clicking on it. Click left curling arrow to move the highlighted group into the **Selected Groups** window.	
9	Click the **Save Schedule** button	

8.2 How to Modify/Remove a Schedule

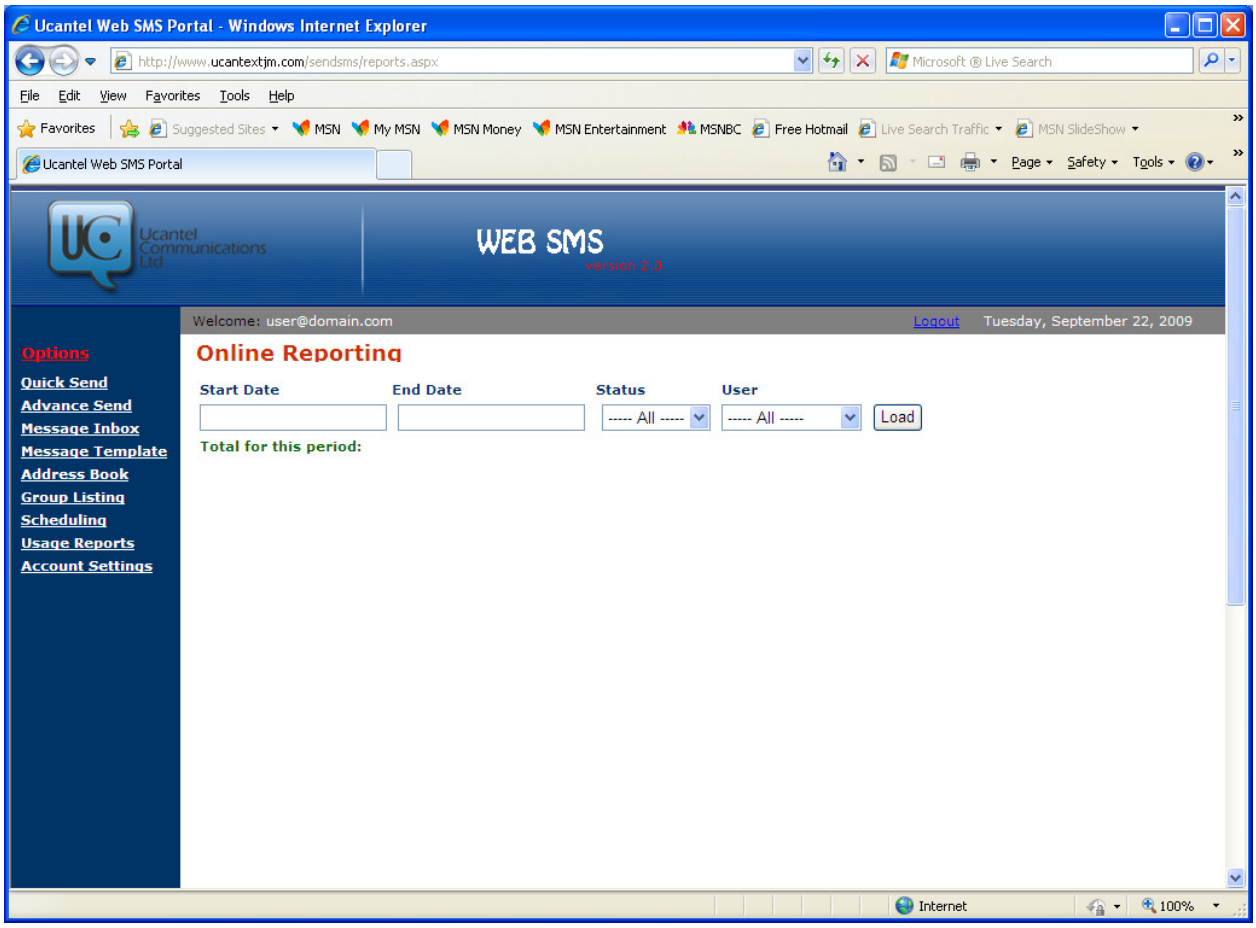
Step	Instruction	Example
1	Click the **Select** link to open the schedule.	
2	Make the necessary changes	
3	Click the **Save Schedule** button to save the schedule or **Delete Schedule** Button to remove it.	

9.0 How to Track Daily Usage

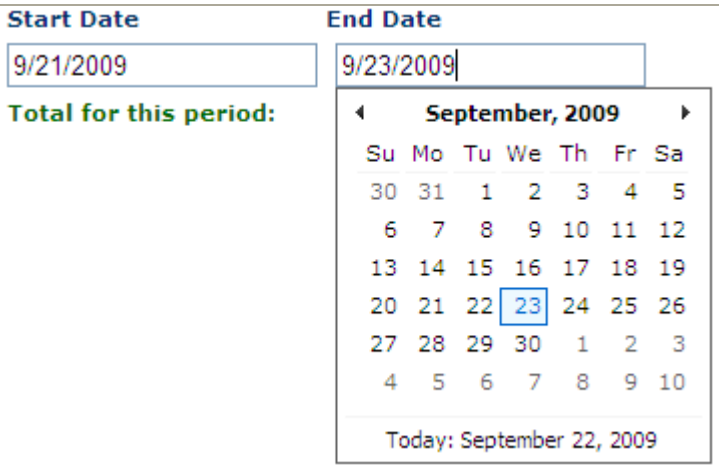
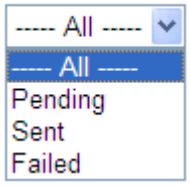
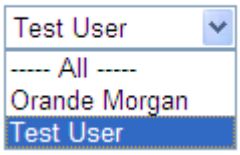
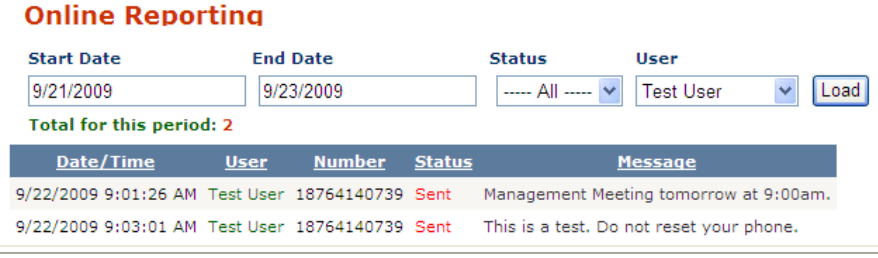
Usage Reports on the Options Navigation Panel can be used to track daily usage. The system maintains a log of all messages that have been sent as well as those that have failed. The Usage Reports interface provides an avenue to query the system for any message sending activities.

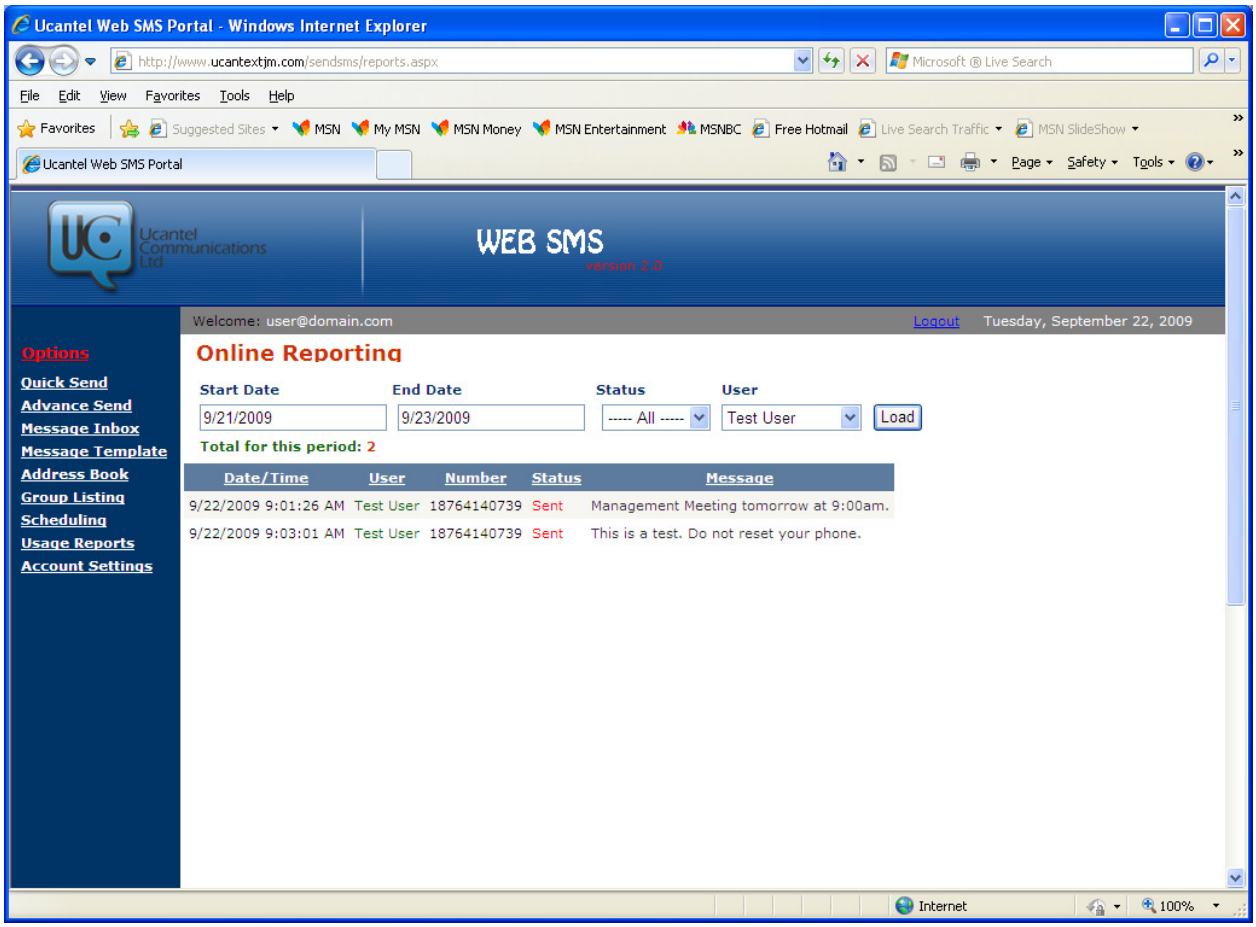
A start and an end date is the minimum requirement to initiate the query. The query can be customized to select the status of the messages that have been sent as well activities of a particular user in the case where multiple users share an account.

The query output is displayed in tabular form. The data can be exported to any spreadsheet program for further analysis.



9.1 How to Query and Extract Usage Data

Step	Instruction	Example
1	Use the Date Picker tool to select the **Start Date** and the **End Date**	
2	Select the message **Status** option	
3	Select the **User** name	
4	Click the **Load** button to retrieve the data	
5	The page will refresh to show the data found.	


Ucantel Web SMS Portal - Windows Internet Explorer
http://www.ucantextjm.com/sendsms/reports.aspx
Microsoft ® Live Search
File Edit View Favorites Tools Help
Favorites Suggested Sites MSN My MSN MSN Money MSN Entertainment MSNBC Free Hotmail Live Search Traffic MSN SlideShow
Ucantel Web SMS Portal
Page Safety Tools
Ucantel Communications Ltd
WEB SMS
version 2.0
Welcome: user@domain.com
Logout
Tuesday, September 22, 2009
Options
Quick Send
Advance Send
Message Inbox
Message Template
Address Book
Group Listing
Scheduling
Usage Reports
Account Settings
Online Reporting
Start Date
End Date
Status
User
9/21/2009
9/23/2009
----- All -----
Test User
Load
Total for this period: 2
Date/Time
User
Number
Status
Message
9/22/2009 9:01:26 AM Test User 18764140739 Sent Management Meeting tomorrow at 9:00am.
9/22/2009 9:03:01 AM Test User 18764140739 Sent This is a test. Do not reset your phone.
Internet
100%

APPENDICES

Appendix I

Dos and Don'ts in Sending Bulk SMS

- The service should not be used to participate in text games endorsed by the Betting, Gaming and Lotteries Commission.
- Don't send text messages that ruin other people's reputation.
- Don't invade the privacy of other people who ask that they be left alone.
- Delicate information about bomb threat, fire or any disaster should be handled with extreme caution.
- Avoid using vulgar terms or sending messages that are malicious in nature.
- Unless in case of emergency, don't send text messages past midnight when people are asleep.

Appendix II

Writing Effective SMS Messages

The service is flexible enough to send messages to thousands or customers or to just one single client. In this regard, care must be taken in how the message is written and consideration also for your target recipients.

- **Keep the message focused and readable.**
  Often recipients only read partway through a long message, before they are ready to reply, and forget to keep reading. This is part of human nature. If your SMS contains multiple messages that are only loosely related, in order to avoid the risk that your reader will reply only to the first item that grabs his or her fancy, you could number your points to ensure they are all read. If the points are substantial enough, split the SMS up into separate messages so your recipient can delete, respond or file each message individually.

    - **Keep your message readable.**

        - Use standard capitalization and spelling, *especially* when your message asks your recipient to do work for you. If you are a teenager, writing a quick gushing "thx 4 ur help 2day ur gr8" may make a busy professional smile at your gratitude... but there comes a time when the sweetness of the gesture isn't enough. i dont think u want ur prof r ur boss 2 think u cant typ LOL ;-)
        - Don't type in all-caps. Online, all-caps means shouting. Regardless of your intention, people will react as if you meant to be aggressive.

- **Identify yourself clearly.**

  When contacting your customers or clients, always include your organization or business name, and any other important identification information.

  Proofread.

  If you are sending reminders to parents or asking someone else to do work for you, take the time to make your message look professional.

  While your spell checker won't catch every mistake, at the very least it will catch a few typos. If you are sending a message that will be read by someone higher up on the chain of command (a superior or professor, for instance), or if you're about to mass-send dozens or thousands of people, take an extra minute or two before you hit "send message". Show a draft to a close associate, in order to see whether it actually makes sense.

- **Don't always assume privacy.**

  Unless you are Donald Trump, praise in public, and criticize in private. Don't send anything over SMS that you wouldn't want publicized.

  SMS is secure across the various networks; however, confidential messages can be viewed at the user end if their phone is lost or stolen. Under certain circumstances,

your supervisor/boss can request copies of messages you have sent (and may fire you if you write anything inappropriate).

- **Distinguish between formal and informal situations.**

  When you are writing to a friend or a close colleague, it is OK to use "smilies" :-), abbreviations (IIRC for "if I recall correctly", LOL for "laughing out loud," etc.) and nonstandard punctuation and spelling (like that found in instant messaging or chat rooms). These linguistic shortcuts are generally signs of friendly intimacy, like sharing cold pizza with a family friend. If you tried to share that same cold pizza with a visiting dignitary, you would give off the impression that you did not really care about the meeting. By the same token, don't use informal language when your reader expects a more formal approach. Always know the situation, and write accordingly.

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